

CHEMIST & DRUGGIST

the newsweekly for pharmacy

January 21, 1989

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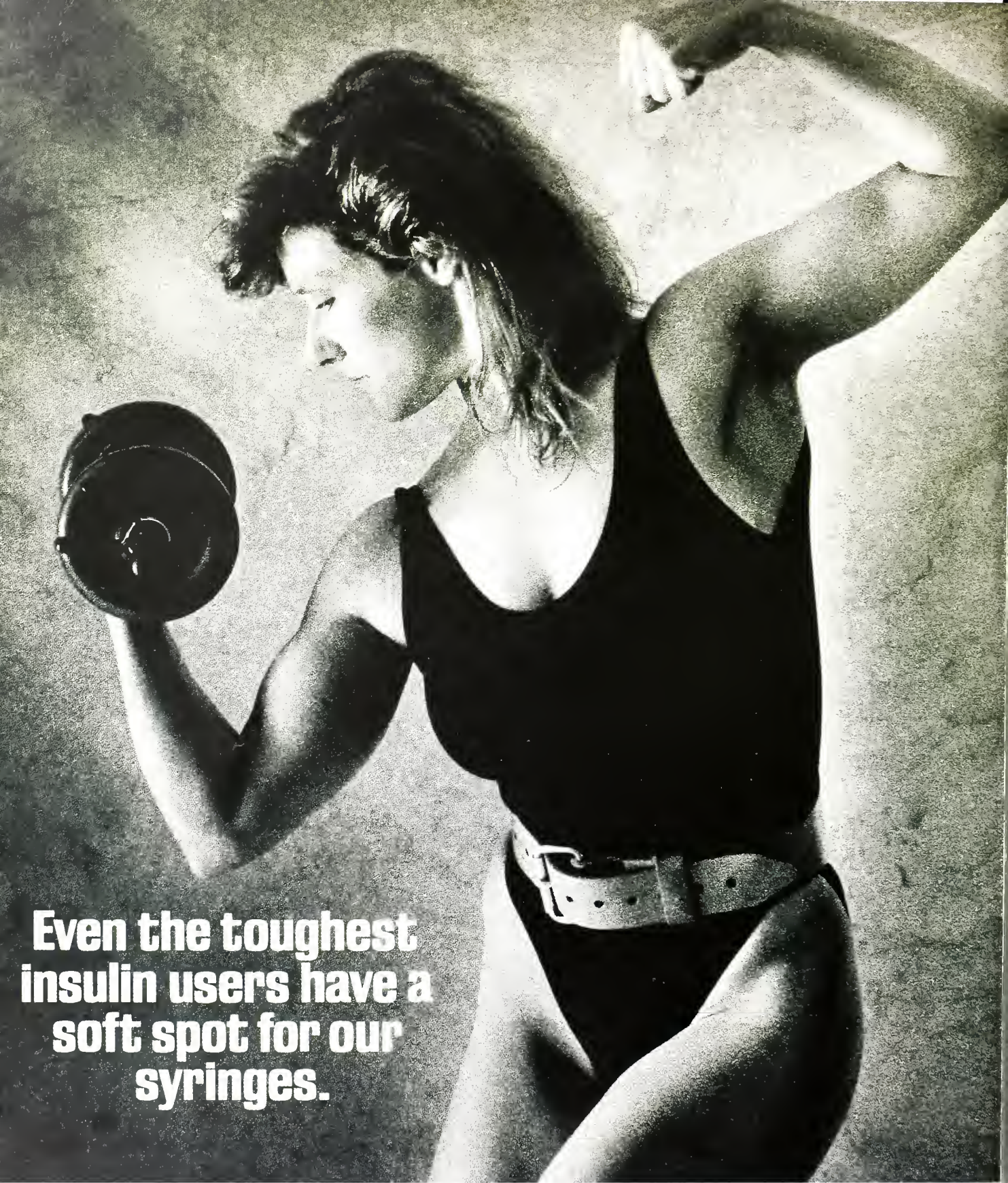
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CHEMIST & DRUGGIST

INCORPORATING
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Published Saturdays by Benn

Publications Ltd, Sovereign Way,

Tonbridge, Kent TN9 1RW

Telephone: 0732 364422

Telex: 95132 Benton G

Facsimile: 0732 361534

Subscriptions: Home £70 per annum.

Overseas & Eire £87 per annum including

postage. £1.45 per copy

(postage extra).

Member of the Audit

Bureau of Circulations

Benn

ABC

BBP Member — British
Business Press

Regional advertisement offices:

Midlands: 240-244 Stratford Road, Shirley,

Solihull, W. Midlands B90 3AE 021-744

4427. North East and North West: Graeme

House, Chorlton Place, Wilbraham Road,

Manchester M21 1AQ. 061-881 0112.

West Country & South Wales: 10

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6BQ 0272 564827.

JANUARY 21, 1989

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ISSN 0009-3033

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COMMENT

If contractors have been in any doubt about what the loss of the cost-plus contract means to them personally, then the article in *C&D* last week (p62) by Alan Smith, and the situation report by PSNC chairman David Sharpe this week (p76) spell out the potential implications all too clearly.

To some the new contract was a rearguard action to preserve some stability for contractors against a Government determined to curb the proliferation of what were perceived to be unnecessary pharmacies, often in close proximity. To others it was revolutionary in introducing a control of entry mechanism intended to encourage a more rational location of premises.

There can be no doubt that the remuneration aspects of the agreement concluded with the Department have been rendered useless. Much of the foundation of the current contract has been swept away by the abolition of cost-plus, although some valuable exceptions remain, such as the essential small pharmacy scheme. Likewise most of the so-called stage two can be written off, although it appears the Pharmacy Review Panel is to be preserved, presumably as some kind of final court of appeal. The consideration of a

wider NHS role for pharmacists was to be funded through savings made under the cost-plus contract. Separate, though meagre, funding for monitoring medicines in residential homes and keeping patient medication records has been preserved as a separate item for now, but the source of any further potential money has gone.

Mr Sharpe, speaking in Birmingham this week, spelt out the practicalities as he saw them. PSNC as a body has yet to put together any coherent response to the Department's pre-Christmas announcement because until this week it had not met to discuss the matter. But Mr Sharpe is quite right in saying that any lobbying in the corridors of power with an "unfair to contractors" approach is going to gain little sympathy at present. Next year's settlement looks too good for that. Those who understand the system know that it merely sets the stage for 1990-91. However, contractors will be able to give PSNC some idea of how they would like it to proceed in "consultations" with the Department at the forthcoming LPC conference. It is an opportunity that should not be wasted. Since most of the motions on the agenda are now irrelevant, there should be plenty of time!

September lump sum to conclude cost plus contract

Pharmacy contractors can each expect a further lump sum payment of around £2,000 in September to bring to a close the current balance sheet method of payment, says Pharmaceutical Services Negotiating Committee chairman David Sharpe. This is in addition to the £2,000 each contractor is due to receive in May — the second half of the £41.6m sum agreed with the Department of Health for previous under payments in labour and overhead costs.

Addressing a National Pharmaceutical Association dinner in Birmingham last Wednesday, Mr Sharpe warned that it would be difficult to persuade people what a "lousy deal" contractors had been dealt. The balance sheet to March 31 at the moment shows an underpayment of £41.2m (which should be cleared by the lump sum payments in May and September), and contractors had been told they were getting an increase in fees estimated at over 7 per cent during 1989-90.

"If you expect me to lead a PR campaign to peers and MPs based on this you are asking for the impossible. It is not a story anyone is interested in hearing," said Mr Sharpe. "It is no good saying: 'But in 1991 we are going to have real problems....'. People don't think 12 months ahead in PR terms."

The Department had acted cleverly to forestall any PR activity PSNC might have



The evening's hosts: NPA Birmingham branch secretary Kali Rai, John Edwards, head of field sales, Crookes (who sponsored the evening) and NPA Board member David Thomas

undertaken, Mr Sharpe said. The Under Secretary for Health had almost implied this in his letter to PSNC, announcing the end of cost plus, when he wrote: "...in order to get the new arrangements off to a good start we would propose a 2 per cent increase in the three levels of dispensing fees. We calculate this will give an increase of over 7 per cent in remuneration or about £3,200 for the average contractor without taking account of lump sum payments."

Mr Sharpe again rejected the Department's suggestion that the current system, based on meeting any costs that pharmacists incurred plus an allowance for profit, provided insufficient incentives for efficiency. "Pharmacists have been as successful in cost containment as any other group in the country," he said.

Review Panel to stay?

In future Ministers propose to settle with PSNC after "consultations". Mr Sharpe hoped this would involve more than a summons to the Department to be told what the Minister had decided. "It happened to an extent this year, and we are very angry," he said. "What we must avoid is arbitrary decisions without any basis in logic."

He was cautiously optimistic that the Department was planning to replace or re-appoint those members of the Pharmacy Review Panel whose term of office had expired. This, he felt, would provide some protection from the imposition of an arbitrary settlement by the Department.

The halting of all cost inquiries

except those for discount (and containers — a minor expense) suggested there had been an increase in the use of parallel imports. "That is the presumption I am making, and as a consequence if a survey is imposed and an increase in PI usage found, there will be an increase in the discount scale," said Mr Sharpe.

It would be increasingly difficult for contractors to resist PIs as they were being discounted for something they had not enjoyed, he warned.

The remuneration settlement for 1989-90 is based on a forecast 4 per cent increase in prescription volume and a 13 per cent rise in net ingredient cost. This was far in excess of any forecast the Department had previously made, although officials acknowledged they had always underforecast in the past. "This is to some extent true, but what they are seeking to do is establish a base figure. If the Department's forecast is not reached, quite obviously the figure we will get will be depressed. It is in the Department's interest to forecast high," Mr Sharpe warned.

"Our immediate reaction was that we would want a half year review, because the Department has also said there would be no carry forward as there has been in the past — each year is to be self-contained. To PSNC that is unacceptable because each year the Department could over forecast and contractors could be underpaid."

Mr Sharpe predicted the new system of remuneration would last for at least the life of the current Parliament. However, he was pleased that the Department had undertaken to treat the "new role" money separately. But when it would be paid out he had no idea, although he suspected it would be carried into the new financial year.

The results of inquiries in the past year — on stockholding and capital employed — have still to be fed into the 1988-89 balance sheet. "The stockholding may be higher than both ourselves and the Department anticipated, so I believe there will be some money owing for that," said Mr Sharpe.

He warned contractors not to confuse control of entry with remuneration. "However badly some of you might have been affected, let me remind you that 60 per cent of applications for new pharmacies are being refused. Without control of entry 100 per cent would have opened."

■ Some 40 MPs and peers have so far accepted invitations to the PSNC dinner on February 21. However, many of the motions for the LPC conference which is to precede it will fall because they refer to a remuneration system which is no longer in operation.



...and after seven years of plenty there will come seven years of famine

End of contract 'a nasty move'

The Government is no longer prepared to pay for a satisfactory pharmaceutical service, so it is going to get pharmacists to subsidise it, NPA director Tim Astill told 140 pharmacists at an NPA dinner in Birmingham last week.

"The enormity of what they have done is absolutely breathtaking," he said. "I cannot

imagine another group of Government workers that would accept this." Contractors were still shell shocked, he suggested.

Mr Astill questioned the value of the "consultations" which will replace the existing negotiating procedure. "What we have is a very nasty move by the Government which could have devastating effects on small

contractors," he said.

■ Speaking later to *C&D* Mr Astill said the cost plus system provided stability for contractors, and that efficiency was inherent in the scheme due to the annual inquiry process. Because contractors were dependent on patients for their goodwill any type of industrial action would be difficult to pursue.

Council issues interpretation of position on CRCs

The Council has agreed an interpretation of its statement on child resistant containers and original packs.

From January 1, 1989, it became a professional requirement that pharmacists should dispense all prescriptions for oral solid dose preparations in child resistant containers unless the patient or the product is in one of the exempt categories. For this purpose a child resistant container is either a reclosable container complying with the British Standard or a strip or blister pack.

Where a prescriber specifically states "original pack" on the prescription or where the precise

quantity ordered is equivalent to an original pack, and the container of the original pack is not child resistant, pharmacists must exercise their professional judgment in deciding whether to transfer the product to a child resistant container.

The main factors to be borne in mind are whether the patient will have difficulty in using a child resistant container or has specifically asked that such a container should not be supplied. If this is the case, the product may be supplied in the original container. If not, the product should be transferred into a child resistant container.

If a product is supplied in a container which is not child resistant, the pharmacist should make a particular point in advising that it is kept well out of the reach and sight of children.

As the vast majority of prescriptions for oral solid dose preparations will be dispensed in child resistant containers, pharmacists should remember that legal liability in cases of alleged negligence is related to the reasonable expectation of a professional standard of care and practice, ie, the standard of practice accepted as proper by responsible members of the profession.

CRCs on test

The NPA has enlisted the help of some pharmacists to test the suitability of the CRCs available for securing hazardous liquids which they might repack for retail sale, and hopes to be able to pass this information on to members within a few months.

The Child Resistant Packaging (Safety) Regulations 1986, require that hazardous liquids be supplied in child resistant containers. A list of the liquids most likely to be supplied from pharmacies and the recommended closure types is listed below.

Standard — smooth surface wad (EPE 42). Closure for acetic acid, caustic soda, hydrochloric acid, oxalic acid, sodium chlorate, strychnine hydrochloride, and sulphuric acid.

Solvent — foil lined wad (EPE/Aluminium/Melinex) for acetone, ammonia solution, carbon tetrachloride, chloroform, formaldehyde solution, isopropyl alcohol, and methylated spirit.

Venting — textured-surface wad (EPE 30) for hydrogen peroxide.

The use of CRCs has become the NPA's main inquiry since their use became a professional requirement.

Babymilk stories 'alarmist' on aluminium levels

Babymilk manufacturers have hit out at what they believe are "alarmist" stories on aluminium in baby milks.

On Sunday, *The Observer* wrote that doctors, scientists and MPs are calling on the Government to ban baby milks on the grounds that they could cause brain damage. "The baby foods contain high levels of aluminium which is increasingly suspected of causing Alzheimer's disease," the report said. A similar accusation was made by *The Sunday Times* last November.

The Infant and Dietetic Foods Association believes such Press coverage causes unnecessary alarm. Aluminium is a natural constituent of breastmilk and infant formulae and there is no evidence that healthy babies are at risk, the Association says.

"Even though wide-ranging levels of aluminium have been reported in infant formulae, it must be stressed that all these levels are minute. There is no question of baby milk being

'contaminated' as manufacturers do not use aluminium salts or aluminium vessels."

Aluminium is the third most common element on earth and occurs naturally in water, plants and animals. The kidneys of normal babies are able to cope with it, the Association says. But there are no guidelines for aluminium laid down although manufacturers would welcome them.

The *Observer* article went on to report a study in *The Lancet* last week in which a survey of 88 county districts in the UK found a 50 per cent increase in the risk of Alzheimer's disease in areas where the concentration of aluminium in water exceeded 0.11mg per litre compared to under 0.01 mg per litre.

Rodney Cowen, of Crookes Healthcare, told *C&D* that aluminium was a danger only to babies with severe kidney failure who would be under medical supervision. Osterfeed contains 29mg per litre.

NPA makes 'lice nice'

Lice are nice, or at least no worse than catching mumps! That is the message of the National Pharmaceutical Association's intended campaign for this Spring.

The object of the programme is to change peoples' attitude to head lice contamination from one of "shame and dirtiness" to one of recognition that they are caught from someone else, and can be compared to a contagious infection. The fact that lice prefer clean hair is being used to combat the condemnation "dirty" and the term of infection, not infestation, to reinforce this message.

The NPA has enlisted the help of the Medical Entomology Centre at the University of Cambridge, and is circulating all of 200 or so district pharmaceutical officers, to establish the rotation of insecticides within each area.

Background material will be made available, along with a video and notes for those wishing to give talks. PR support of the project is planned with posters, leaflets, and radio tapes together with approaches to the Press, radio and television. The NPA is also to use this theme in their "Question and Answer" Press service.

O₂ confusion in Tameside

A Manchester pharmacy has caused confusion for Tameside FPC after claiming for an oxygen set that it has not actually held for at least the last four or five years.

The FPC is now trying to establish who is liable for the money it is owed in incorrect payments — about £100.

The situation is complicated by the fact that since the early 1970s, when the original pharmacy did have approval for the oxygen set and was actually supplying it to a patient, the shop has moved several miles from its original site and has changed hands a couple of times. And in 1974 the new FPC — Tameside — took over from the old shire FPC.

FPC deputy general manager William Greenwood told *C&D* that the case had been discovered during a review of oxygen services in 1983 when the pharmacist indicated he did not supply oxygen. The pharmacy's manager of the time, however, had continued to return the form claiming for supplying the set, perhaps not realising exactly what was being claimed for. It was felt to be a one-off situation.

Queen's pharmacy department graduates in 1989

From January 1 this year the pharmacy department at the Queen's University of Belfast became a school of pharmacy, and Professor Alain Li Wan Po has been appointed as its director — a post which lasts initially for five years.

Professor Li Wan Po says the new status means that the school will have more control over its activities, not least how it spends its budget.

As part of this new found freedom the school has decided to concentrate its research efforts in two main areas — drug delivery

and practice research — so that central funding will be directed first to these two areas. Other areas of research will still be followed but will be less dependent on central funding.

As part of the streamlining of research the school is busy establishing a new practice research unit which is expected to open by Easter. Professor Li Wan Po told *C&D* that work is in progress on accommodation for the unit and on appointing key personnel.

Pharmacy staff from the university found themselves at a

somewhat unusual venue for their student's graduation ceremony last week — Kuwait. Sixteen Kuwait pharmacists were conferred with their graduate diploma in clinical pharmacy having successfully completed a distance learning course set up and run by pharmacy staff at Queen's.

Professors D'Arcy and Li Wan Po, together with the University's vice chancellor, attended the degree ceremony last Tuesday. Of 21 pharmacists who began the course just over a year ago, three dropped out soon after the start, but only two of the remaining 18 failed. Eighteen more pharmacists are taking the course this year.

As part of the course five of the Queen's staff went out to Kuwait during the year to provide an intensive four days of lectures and practical sessions for the students.

Professor Li Wan Po told *C&D* this week that there are now plans to build on the diploma course and to add a Master of Science in Pharmacy qualification, possibly by 1990.

Needle exchange schemes win Commons support

Wider use of "needle exchange" schemes to combat the spread of AIDS through drug addicts sharing dirty equipment has been advocated from both sides of the Commons.

Mr David Mellor, Health Minister, told the House that following the initial experiment with 14 needle exchange schemes in England, 60 had been established.

He said the Government would be prepared to consider proposals for a further extension and stressed that the scheme was attracting people who otherwise would not have contacted drug rehabilitation services.

Labour health spokeswoman Harriet Harman said it was imperative that needle exchange schemes should be made more widely available and called for more involvement of GPs.

Concern about the "drop-out rate" by addicts after their initial contact with exchange schemes was expressed, and Mr Tim Rathbone (Con) highlighted the drugs problem in East Sussex.

Mr Chris Smith (Lab), urged the Government to press Wellcome to reconsider its pricing policy for Retrovir (zidovudine), the only currently prescribable drug that had been shown to have a particular effect against HIV.

Smart cards to supersede PPA computer links

Following disappointing trials with computer links between pharmacies and the Prescription Pricing Authority, the Department of Health is having second thoughts about pricing prescriptions automatically and is turning its attention to Smart card technology.

The reason for shelving the trial, says the DoH, is that "the risk that its objectives will not be met appears unacceptably high, mainly because accuracy in early trials was a good deal less than that achieved by the PPA" (*C&D* April 16, 1988, p758).

But, says the Department, it is still committed to the principle of linking pharmacies to the PPA via

electronic means. It sees eliminating paper FP10 prescription forms as the key to success, and instead the electronic recording of prescribing data by GPs. Developments such as the Smart card means this could be a reality sooner rather than later.

□ By November 1990 the Department of Health hopes to have the NHS central register computerised. A £4.5m contract awarded to IBM for the project was announced by Health Minister David Mellor last week. The computer system is to be housed at the Office of Population Censuses and Surveys office at Southport, Merseyside.

Labour drops idea of 'hospital generics'

Another substantial rise in prescription charges is being planned by the Government, according to Mr Robin Cook, Labour's Shadow Health Secretary.

He has renewed Labour's allegations that the Government intends to use escalating prescription charges to pressurise more patients into seeking over the counter remedies from pharmacists instead of consulting their GPs.

While Labour continues to assert that drug prices are higher than they need be due to excessive expenditure on sales promotion, the party has dropped the idea of the NHS manufacturing generic substitutes using hospital pharmacies as the base for such operations. Mr Cook has accepted that there are too many practical difficulties to make such a scheme worthwhile.

Reporting on the response to Labour's consultative document "Questions of Health" published last November, Mr Cook claimed substantial backing among the medical profession and health authorities for the proposal to establish a "health quality inspectorate".

Support had also been expressed for the proposal to integrate family practitioner services with hospital services and to ensure greater co-operation between health authorities and social services departments in the treatment of the elderly and the handicapped.

Mr Cook warned that Government proposals to establish an "internal market" within the NHS — expected to feature in the White Paper on the outcome of the Cabinet review of the NHS, to be published later this month — could undermine the quality of the treatment provided.

FPCs to seek patients' views

Family Practitioner Committees are to make more concentrated efforts to monitor the views of patients on the facilities in their area.

Replying to a report by the House of Commons Public Accounts Committee, the Department of Health stated FPC's would be expected to conduct local consumer surveys from time to time so that consumer views could be taken more fully into account.

Book war to end RPM?

Pundits are predicting that a price war in bookshops sparked off by Dillons will mean the end of the Net Book Agreement within the next six months.

This will leave medicines as the only group of products protected by resale price maintenance. This allows manufacturers to enforce their conditions of sale by law, under

the Resale Prices Act 1976.

Both the country's largest bookseller, W.H. Smith and the Publishers Association wish to retain the agreement, although W.H. Smith chairman Sir Simon Hornby has said he is prepared to take on all comers in a price war.

The Resale Prices Act is under review in a Green Paper, but the position on RPM is unclear.

PGC warns against means test for scripts

Scotland's Pharmaceutical General Council has warned Health Secretary Kenneth Clarke it would strongly oppose the introduction of any system of means testing for medicines on prescription.

The Council believes consideration of such tests may be contained in the Government's White Paper on the NHS, due to be published shortly, possibly on January 24 or 31. A review of exempt categories may mean Britain's ten million old age pensioners could lose their automatic entitlement to free prescriptions.

"My Council has always been against any increase in prescription charges and any change in the exemption arrangements," said acting chairman Graeme Millar. "It is bound to have a detrimental affect on pensioners' health, and high street pharmacists could be put in the invidious position of being asked which drugs on a prescription a patient can do without."

'Sour grapes'

PSNC chairman David Sharpe has accused Scottish contractors of "suffering from a bout of sour grapes" after suggestions by PGC acting chairman Graeme Millar that the contract system had been "abused".

Both committees have strongly refuted the Government's allegations that the cost plus system produces insufficient incentives to efficiency. The PGC went on to say that while "such a description might be applicable elsewhere in the UK, there was irrefutable evidence that it could not apply in Scotland where the system had never been abused".

Mr Sharpe said "he was surprised to see such remarks. "I am not quite sure what he meant, and I presume he meant PSNC. How could we abuse the system? Have we won more money for contractors than they deserve? It appears to me that Scottish contractors are suffering from a bout of sour grapes — perhaps we have done better than them in remuneration, and they are annoyed that they have been saddled with the loss of the cost plus contract," he said.

TOPICAL REFLECTIONS

by Xrayser

Now who's laughing?

What a lovely open smiling countenance is shown by Alan Smith in his article last week on the dispensing contract! It gave the impression of a snap taken after he heard a good joke. Perhaps the untroubled expression indicates the rejuvenating effect of not having to worry about contractor negotiations any more. But perhaps not, since his article shows a continuing concern that we understand what is happening in our contractual relations with the Government.

Like everyone else, I am unhappy to be on the receiving end of a deal where the employer tells us he isn't going to pay what it actually costs us to provide the services he wants, but will give what he thinks its worth! Just like that! On the matter of the cost of materials, however, he is going to maintain a meticulous survey to make sure the prices he pays reflect the most minute variations. On the face of it this latter situation is a proper one for any Government to support since its responsibility is to ensure good value is obtained for money spent. But I cannot see how anyone can support an arrangement where varying overheads are not reflected in the contract price.

We face a massive rise in commercial rates once this unworkable poll tax begins to malfunction (I used the word correctly since I cannot see how a tax based on a head count, when many of those heads will be ducking out of sight, can be collected) I have already had my nominal rentals doubled for my new review, and my staff wages have taken a major hike this year, as an essential to retain them. Electricity is up, gas is up. My computer needs replacing. I cannot upgrade as the patient record program I want runs on a hard disc PC. In the past I have carried these costs



but knew they would be reflected in the surveys which genuinely recorded the overall picture in normal, efficient pharmacies. But now?

I was under the impression we were to enlarge on our role. The relaxation of the full time presence of a pharmacist when the shop was open surely implied some additional costs? Extra training for staff, extra pay for such trained staff whose responsibilities were to be greater than before, at least. And perhaps additional payments for capital investment in the new equipment needed to

offer new services to the public?

I can understand a contracting authority wanting to limit costs so as not to featherbed contractors in uneconomic situations. But surely that was what the abandonment of the basic practice allowance and the 16,000 script cut-off point was all about. We agreed to these in recognition of the need for an economic rationale, coupled to a better spread of services.

It is most disconcerting to be told we have accepted a four week stockholding period for drugs, subject, of course, to an inquiry (the results of which, we are also told, are available). Do you realise what this means? No? Well let me spell it out. It means we will be unable to claim any profit margin on the cost of our £10,000-£20,000 worth of stock because if it truly turns in a month we will not have paid the wholesalers for it until after it has been used, ie it was not ours and it cost us nothing. As it happens my stockturn is approximately six weeks. So how do you like it? How does it relate to you? I suggest it is knicker-wetting time, and I can produce no pharmaceutical Peaudouce. We have reason to be apprehensive for we are moving from navigation by observed landmarks to navigation by dead reckoning. I only hope some stars emerge to point the way...

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Had a battle at Waterloo
as I fought my way
through the crowd.
The power went off on
the telex machine and the
boss went off at me.
Our copier chewed up
the paper so I didn't
have time for a bite.
By 8 everyone had gone
except me and my
Tension Headache.



If the pressures of everyday living
wind up as a Tension Headache,
ask your pharmacist for Syndol.

SPECIALLY FORMULATED
Syndol[®]

FOR FAST RELIEF FROM THE PAIN
OF TENSION HEADACHE.

I knew it was going
to be one of those days.
The cornflake packet
was empty
and the train was full.
Went down the up
escalator then rubbed
the boss up the wrong way.
Got frosty glances up
the corridor and scalding
coffee down my trousers
and all I had for lunch
was a Tension Headache.



If the pressures of everyday living
wind up as a Tension Headache,
ask your pharmacist for Syndol.

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FOR FAST RELIEF FROM THE PAIN
OF TENSION HEADACHE.

The alarm didn't
go off but the
milk already had.
I just missed the
bus and really
caught the rain.
Spent the journey
standing up while
someone else
stood on my feet.
My Tension Headache
got to work at the
same time as I did.



If the pressures of everyday living
wind up as a Tension Headache,
ask your pharmacist for Syndol.

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Syndol[®]

FOR FAST RELIEF FROM THE PAIN
OF TENSION HEADACHE.

National Advertising Campaign on now!

Continuing black and white press campaign is increasing consumer awareness of Syndol.

Stock up now to meet demand.



**Bold new look means faster
turnover and growth in
profits - available in
packs of 10, 20 and 50.**

COUNTERPOINTS

Complan's £2m plan

Complan is to be relaunched at the beginning of February, with new pack designs, a new mushroom flavour and a £2m support package including national television advertising.

Crookes Healthcare say research has shown that Complan's benefits are appreciated by a much larger group of consumers than are currently enjoying the brand.

The television campaign in the Spring is aimed at busy people who want to take something nutritious but have no time to prepare a meal. Other groups being targetted are pregnant and breastfeeding mothers, sports people and slimmers, and a £100,000 colour Press advertisement campaign will run in slimming publications from April.

Complan will be available in chocolate, strawberry and chicken flavours as well as the new mushroom (4 sachets, £1.59) and the best-selling natural flavour (450g, £2.45). *Crookes Healthcare Ltd. Tel: 0602 507431.*

Spot check

Brannan are launching a new re-useable plastic thermometer. Known as Spot Check (£1.40 pack of 3) the thermometer consists of a flexible plastic strip permanently filled with green crystal spots against which the Fahrenheit or Celsius scale is printed.

The Spot Check is placed under the tongue for one minute and the rows of spots temporarily change colour accurately to within 0.2°F, claim the company. The last row to turn black indicates the body temperature.

The indicators return to the green colour after about 30 seconds, and the strip can be sterilised in common disinfectants, before drying and returning to the storage sleeve supplied.

Spot Check is said to be safe and quick to use and to be suitable for use by the elderly or the multi-user. *Brannan Thermometers. Tel: 0946 810413.*



Hey, Farley Junior!

A junior milk will be added to Farley's babymilks, being relaunched next month.

The junior milk has been designed for babies from the age of six months who are no longer being breast fed with breast milk or infant formulae. Crookes Healthcare say that 90 per cent of mothers give their babies cows' milk from six months onwards, although the latest Department of Health recommendations say there are benefits in withholding cows' milk until the infant is a year old.

Farley's junior milk is nutritionally superior to cows' milk, with a higher proportion of unsaturated fats, more iron and vitamin D and less salt (450g, £2.25; 900g, £4.35). It eliminates the need for vitamin drops.

Follow-on milks may be advertised directly to consumers so a Press campaign is planned for the April issues of *Mother and*

Baby magazine. There will also be POS material and advertising to health professionals.

The company has reduced its range of breast milk substitutes from three to two, in redesigned packs. Farley's Ostermilk replaces Osterfeed and is recommended from birth onwards. Farley's Ostermilk Two is recommended for hungry bottle fed babies and is the same as the previous Ostermilk complete formula. Babies previously on Ostermilk complete formula should transfer to the new Ostermilk Two. Those on the previous Ostermilk Two should transfer to the new version if under six months and, if older than that, should be given junior milk as part of a mixed diet. Prices are the same as junior milk.

The milks do not contain beef fat so are suitable for vegetarians. *Crookes Healthcare. Tel: 0602 507431.*

Two first aid kits from Elastoplast

Smith and Nephew are introducing two new Elastoplast first aid kits and making improvements to others in their range.

The first aid pack (£2.79) includes antiseptic wipes, Airstrip plasters, a retention bandage, Primapore and Melolin dressings, safety pins and a Red Cross first

aid hints card.

The Red Cross kit (£12.99) contains a selection of the above items as well as Propax dressings, antiseptic cream and microporous tape. And the domestic (£6.99) and travel kits (£7.49) have been repackaged and improved, say *Smith and Nephew Consumer Products Ltd. Tel: 021-327 4750.*

Roc get active

In 1989, Roc's sun care range will be relaunched under the title Active Sun Protection with new packaging and products.

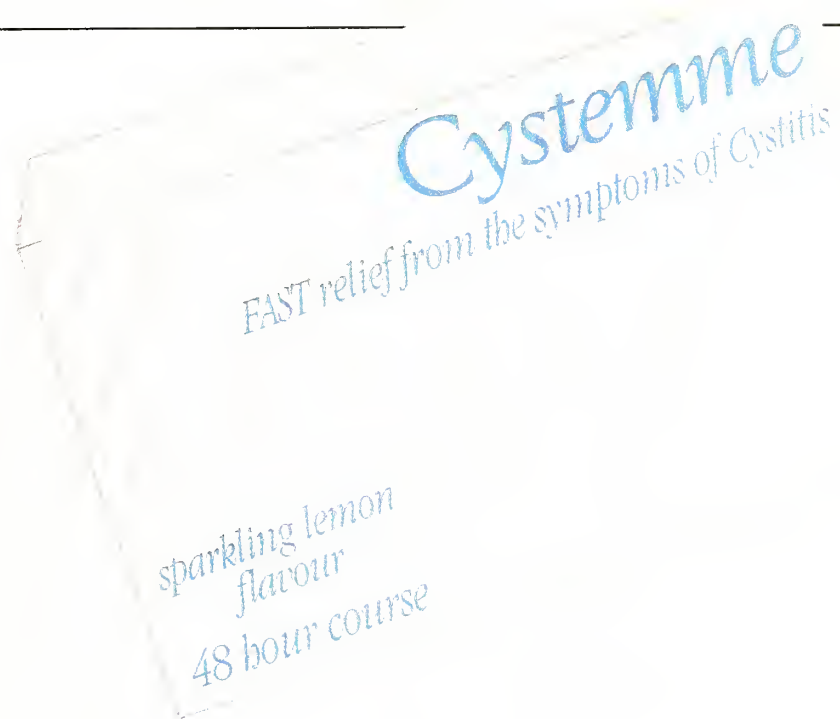
Four new formulations will be introduced to the range. The first, — an invisible sunscreen — is a light, easy to apply lotion which is said to provide maximum protection against UVA and UVB rays. The high protection sun lotion is Roc's first water resistant high production product, and the sun filter gel is the first sun care gel which is fresh, non-sticky and recommended for body use. Finally, the Sun Filter Cream is a water resistant, medium protection cream. All products contain vitamin E and are hypoallergenic, unperfumed and non-comedogenic the company says.



With these changes, the range will be widened to 13 references, and will be classified in four "protection categories", which will allow easier selection, say Roc. The categories include maximum protection (SPF 10 and over); high protection (SPF 7-9); medium protection (SPF 4-6); minimum protection (SPF 2-3) and after sun care.

The packaging has also been changed and all products will now bear an orange trapezium flash with sun tan products having a yellow background while sunblock and after sun are white. All packs have Roc logos foil-blocked in silver and tubes are all metalloplastic.

The new range will be supported by an £85,000 colour advertising campaign in women's magazines, and there is POS and sampling. *RoC Laboratories UK Ltd. Tel: 0273 517723.*



ALL CYSTEMMES GO!

The highflyer in the self-treatment cystitis market is about to get the kind of advertising support that will really send it out of sight of the competition.

From January through until April, a stunning whole page colour advertisement will be grabbing the attention of the readers of women's weekly and monthly magazines.

This major National Campaign will cover over 70% of the key target market and ensure that the demand for Cystemme continues to grow.

Cystitis sufferers know what's good for them and if you know what's good for you, there'll be plenty of Cystemme on your shelves before lift off.

Countdown commences now... 10... 9...

MAJOR NATIONAL ADVERTISING CAMPAIGN – BREAKS JANUARY.

WOMAN · WOMAN'S OWN · WOMAN'S REALM · WOMAN'S WEEKLY · FAMILY CIRCLE
GOOD HOUSEKEEPING · TV TIMES · OPTIONS · COSMOPOLITAN · ESSENTIALS · WOMAN & HOME
HELLO · BELLA · WOMAN'S WORLD · TRUE STORY · WOMAN'S STORY · TRUE ROMANCES



ABBOTT LABORATORIES LTD., QUEENBOROUGH, KENT ME11 5EL. TEL: (0795) 580099.

Spring in the Woods

Woods of Windsor are introducing a range of Spring gifts, from lace pomanders to soap leaf wallets.

A large lace pomander comes decorated with satin ribbons and flowers (£7.95); fragranced candles are packaged in decorated tins (£3.50) and soap leaves in decorated wallets (£0.99).

New porcelain items include a shell containing six 25g floral soaps and six bath pearls decorated with satin ribbons and bows (£4.95) and a porcelain dish with pot pourri (£5.95).

New miniature baskets include: a basket containing three 25g floral soaps (£2.95); another holding two 25g floral shaped soaps and three bath pearls (£2.95). And a fern basket decorated with ribbons and bows (£3.95) holds either two 25g floral shaped soaps, two bath pearls and a 30ml hand and body lotion; or a 25g soap, 30ml hand and body lotion and 30ml bath and shower gel; or finally, three 25g floral shaped soaps and three bath pearls.

A gift presentation of three drawer liners is also on offer, trimmed with satin ribbons, for £2.95.

All these gifts are available in six traditional floral fragrances — wild rose, lily of the valley, honeysuckle, wild orchid and forget-me-not. And the drawer liner also comes in the Woods of Windsor for Gentlemen fragrance. *Woods of Windsor Ltd.* Tel: 0753 855777.

2nd Debut add two

Beecham are launching two new products into their 2nd Debut skincare range.

The moisturising day lotion (£5.99, 100ml) is said to contain special UVA and UVB filters which which absorb quickly and naturally and help protect the skin from premature ageing.

The moisturising night cream (£6.49, 40ml) is said to be rich and concentrated, to nourish the skin at night.

Beecham are hoping to extend the market for the brand without alienating their existing users, who are mainly aged 35 or over. The logo has been modified, together with the packaging, and the formulation has been made a softer pink to help achieve this. Both products will be available from January 30th. *Beecham Toiletries.* Tel: 01-560 5151.



Haliborange goes blackcurrant

Reckitt & Colman, who last year acquired brand leading children's vitamin Haliborange, are now launching a new blackcurrant flavour. The launch is being supported with national television advertising campaign on TV-am until the end of March — the first for eight years — as well as free trial packs of Haliborange.

Display outers containing 24 trial packs (12 of each variant) each with five tablets will be available to retail at £0.19 each. A complete trial outer, worth £4.56 is available free following orders for one case of Haliborange 60's and one case of 120's.

Both Haliborange variants are now available blister packed in 30s (£0.99) as well as 60 and 120 tablet sizes. New pack designs highlight the Haliborange formulation of vitamins A, C and D and flash. One tablet daily can be given to children from the age of three years.

"Our promotional support for Haliborange reflects our intention to develop the brand and secure substantial growth and presence in the market," says Evaristo Lobo, group product manager at *Reckitt & Colman Products Ltd, Pharmaceutical Division.* Tel: 0482 26151.

Foster Grant say take a Sparepair!

Foster Grant's Sparepair are glasses so-called because they are intended to make the ideal spare pair of reading glasses for the car, holiday bag, etc, at a reasonable cost.

Having made and sold "millions" of Sparepair reading glasses in America and Europe, Foster Grant are offering them to UK buyers through the Jay Group, suppliers to the optical trade.

Four models are available (£12.99 including free carrycase) and the lenses absorb over 99 per cent of potentially harmful ultraviolet radiation. Two packs are offered to the trade — a 48 piece counter stand with 66 items (retail value £857.67, trade £428.67) and a 96 piece floor stand with 132 items (£1,714 retail value, £857.34 trade). The distributors are taking orders for delivery in the third week of March. The glasses may not legally be sold until April 1. *Jay Group Ltd.* Tel: 01-346 0444.

A good read

David Lenton, a Wrexham businessman who has campaigned for the past three years against the opticians' monopoly in reading glasses, has set up his own company, *Readi-read*, to market reading glasses.

He aims to have them on sale in all suitable outlets, including pharmacies, from April, when legislation allowing sale without prescription from non-optical outlets comes into effect.

Readi-read reading glasses come in nine different strengths and eight frame styles (£12.95). A display, which takes up less than 3 sq ft of floor space, carries one, two or three of each type, plus accessories. The system is designed to be self-selecting. *Readi-read.* Tel: 0978 355023.

Marby Lloyd are offering four deals on Eclipse sunglasses with free stock and a 5 per cent discount for orders placed in January. The deals include two floor display stands at £566.77 and £283.33, a counter display stand at £206.31, and a card display of clip-ons at £89.29 all at trade prices. Packs have a recommended mark-up of 51 per cent. *Marby Lloyd Ltd.* Tel: 0272 650262.

Seven Seas try Berries commercial

Seven Seas Health Care are advertising their Berries range of chewable vitamin supplements in a campaign starting now and running until the end of February.

The range, launched nearly two years ago, and extended last Autumn, now has sales topping £2 million at rsp, say Seven Seas.

A novel 30 second animated commercial with a national equivalent spend of £1m is being tested in the Thames and Yorkshire Television areas. A radio campaign is running at the same time for six weeks on Piccadilly Radio. Both commercials carry the same theme message — "Try these for a change — fruity flavour Berries from Seven Seas new range".

In addition to the television and radio campaigns, Berries will feature in several leading women's magazines. March and April issues of *Living*, *Marie Claire*, *19* and *Woman's World* will feature double page advertorial features. *Seven Seas Health Care Ltd.* Tel: 0482 75234.

"Touch of Gold" — posh rompers from Dunbee

Dunbee are introducing a new range of premium-priced Benjywear clothes into their range under the title "A Touch of Gold".

The Touch of Gold range consists of "top quality" overalls and rompers cost £4.99 each, and are finished with motifs and printing, say Dunbee. The products are 100 per cent brushed cotton and are varied throughout the year with baggier styles and "themes" for the season.

Also in the baggy range is the all-in-one Terry Wiggler (£5.99) with bat wing sleeves made from 75 per cent cotton and 25 per cent nylon. It is also machine washable.

The all-in-one Wrigglers come both in brushed cotton and terry cotton nylon mix, and they come in prices ranging from £3.99 to £5.99. Most of these products are available in 68cm and 74cm sizes, but in addition most of the cotton styles come in size 80cm. *Dunbee Ltd.* Tel: 0256 64902.

THE FUTURE'S NEVER LOOKED HEALTHIER FOR UNICHEM CHEMISTS.

To add even more fizz to the growing vitamin market we're launching two new own-brand products.

UniChem Sparkling one gram Vitamin C Tablets and UniChem Multivitamin and Mineral Capsules.

Both are keenly priced. So only the competition will find them hard to swallow.

Make sure you're fully stocked by having a word with your UniChem representative.

He'll reveal full details of the extremely healthy profit margins and special launch bonuses.



UniChem

UniChem Ltd., UniChem House, Cox Lane, Chessington,
Surrey KT9 1SN. Tel: 01-391 2323.





Strepsils

Sunday, 29th January 9.21am, TV-am. Don't miss the special
This new campaign will be running



armacy trade showing of our new Strepsils commercial.
tionally on both ITV and Channel 4.



Old Spice sweeteners

Shulton have a number of Old Spice product offers running through March and April.

The 150ml lotion will sell for £3.95 or 50p off RSP. Old Spice 250ml shampoo will retail at £1.25 or 30p off RSP; and Fresh Scent and original deodorant Sticks and anti perspirant stick will retail at £1.29, a saving of 30p.

Finally, Old Spice splash-on will be offered at £1.69, a saving of 30p on the RSP. *Shulton Great Britain Ltd. Tel: 0734 793000.*

Pava boost Estolan and Naturelle

Pava are introducing special offers on Estolan and Naturelle brands.

A banded pack of Estolan 300ml conditioner and 150ml revitalising moisturising treatment pack will be offered at £2.48, a saving of £0.50.

There will also be a special offer on Naturelle Mega hold

spray gel (Regular, 200ml) which is being increased in size to 250ml for the same retail price of £1.75. And the 150ml tube of Mega Hold fixing gel is being increased in size to 200ml for the same retail price of £1.25. *Pava Ltd. Tel: 0929 425266.*

Unichem go for multivits

Unichem are expanding their own-label range with the launch, this month of multivitamin and mineral capsules and sparkling vitamin C tablets.

The multivitamin and mineral capsules contain 14 vitamins and ten minerals, including vitamin A, B, C, D and E as well as calcium, iron and zinc. They come in tamperproof tubs containing 60 soft gelatine capsules (£2.35), and the recommended dose is one a day. They are free from added flavourings, preservatives and artificial colourings, say Unichem.

Orange flavoured sparkling vitamin C tablets 1g are free from sugar and colouring. The tablets, which come in tubes of 20 £1.79, dissolve in a glass of water to form a sparkling drink. A launch bonus of 17.5 per cent discount off normal trade price applies on both

new products, and a free display unit for the vitamin C tablets is also available. *Unichem. Tel: 01-391 2323.*

Cystemme

Abbott Laboratories are supporting Cystemme with a national advertising campaign in the women's Press.

The campaign will run from now through to April, and will feature in a wide range of womens' titles including *Woman*, *Woman's Own*, *Woman's Weekly*, *Cosmopolitan*, and *Essentials*. *Abbott Laboratories Ltd. Tel: 0795 580099.*

Strepsils

A £1.4m advertising campaign for Strepsils will run on national television from January to the end of March. The 40 second commercial is designed to reinforce Strepsils' positioning as a reliable and effective brand, say Crookes.

To support the advertisement, the company has arranged a trade spot for the pharmacist on January 29 at 9.21am on TVam. *Crookes Healthcare Ltd. Tel: 0602 507431.*

Jackson launch Vit C for kids

To help "reluctant children" take their daily vitamins, Ernest Jackson have launched a range of Children's vitamin C pastilles.

Flavours are blackcurrant and orange, and each pastille contains 30mg of vitamin C which say Jackson, is the UK recommended daily intake. The dose is one pastille daily.

Ernest Jackson's children's vitamin C pastilles are available in outers of 12 (£4.81 trade). The recommended retail price is £0.65. *Ernest Jackson & Co Ltd. Tel: 03632 2251.*



ALL THIS

- The excellence of service that has made us the UK's largest regional wholesaler.
- A free consultancy service from highly experienced pharmacists to help you build and expand your business while you keep total control.
- The Chemiserve Computer System. This range of custom hardware and software has been specially commissioned by Mawdsleys, and is available for the exclusive benefit of our customers. There is no capital outlay on your part, and no commitment to long-term lease agreements.
- The latest order handling systems, with deliveries twice a day across the North West and Midlands.

Simple gild the lily

Simple are supporting their skincare range with a £500,000 spend on national television in February.

The campaign is the largest ever for the brand, and will use ITV 1 for the first time to screen the company's award winning "Lily" commercial which focuses on the product's purity.

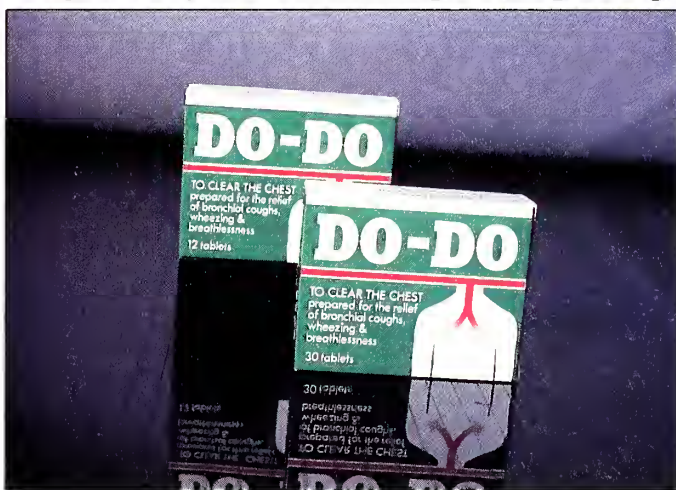
Ian MacVicar, marketing director of the Albion Group, says "This intensive burst of advertising forms part of a £1.5m campaign which also includes year round use of Channel 4 in all areas to offer total trade and consumer support".

The campaign will be running in all areas from January 30 to February 26. *The Albion Group*. Tel: 01-941 4105.

Biro Bic are about to launch another TV push in support of their Microglide disposable razor.

A four week campaign will run through to February 13 in all ITV network areas with two further boosts following on later in the year. It will consist of a full length ad together with a new 10 second version. *Biro Bic Ltd*. Tel: 01965 4060-8.

New formula for Do-Do



Do-Do tablets have been reformulated and now contain theophylline 100mg, ephedrine hydrochloride 18.31 mg and caffeine 30mg.

Ciba say the increase in theophylline content now brings the product into line with current opinions on therapeutic levels of theophylline when used as a bronchodilator.

The dose remains one tablet, followed by a second tablet after 10 minutes, if required, with a maximum of four in a day.

New packs will carry a patient

leaflet explaining the changes which are also referred to on-pack. *Ciba Consumer Pharmaceuticals*. Tel: 0403 50101.

And Finalé...

C&D was given the wrong price for the 50ml trial size fo Clairol Finalé ultra hold which is £0.59 and not as stated in the issue of (December 17/23, p1032). *Bristol-Myers Co Ltd*. Tel: 0895 639911.

Fisons check

Fisons Consumer Health have issued a checklist designed to act as a guide for pharmacists and pharmacy assistants when advising customers who require painkillers and to help them to recommend appropriate products.

For a copy of the checklist pharmacists should ask their Fisons Consumer Health representative and/or write to Fisons analgesic checklist, Freepost, PO Box 21, Godalming, Surrey GU7 1BR, say *Fisons plc*, *Consumer Health*, Tel: 0509 611001.

Hollywood here we go!

A.H. Robins are offering two all-expenses-paid trips to Hollywood in their latest Chapstick promotion. The prize includes fourteen days travel for two, two weeks' free car hire, and £400 spending money.

There are also ten runner-up prizes of 35mm Canon Sure Shot cameras. POS materials are available from A.H. Robins. Tel: 0293 560161.

AND YOUR INDEPENDENCE TOO

Many chemists today still want to remain free to develop their business their way, without interference.

As the largest regional pharmaceutical wholesaler in the UK, we share that commitment – and will therefore continue to support independent chemists with the highest possible standards of service.



MAWDSLEYS
WHOLESALE CHEMISTS

TOTAL SUPPORT FOR THE INDEPENDENT CHEMIST
Mawdsley Brooks & Company Limited Telephone: Manchester 061 833 9741 West Bromwich 021 525 1213

ESTABLISHED 1821

ON TV NEXT WEEK

GTV Grampian	U Ulster	STV Scotland (central)
B Border	G Granada	Y Yorkshire
C Central	A Anglia	HTV Wales & West
CTV Channel Islands	TSW South West	TVS South
LWT London Weekend	TTV Thames Television	TT Tyne Tees
C4 Channel 4	TV-am Breakfast Television	
Benlyn:	All areas	
Day & Night:	All areas	
Haliborance:	TV-am	
Lemsip:	All areas	
Macleans toothpaste:	All areas	
Paracodol:	U, C4	
Pulmo Bailly:	TT, Y, C	
Radian B:	G, Y, C, TT	
Sanatogen Vitamins:	All areas except LWT & TVam	
Seven Seas:	TTV, Y	
Sinutab:	All areas	
Solpadeine:	All areas	
TCP liquid & TCP pastilles:	All areas	
Tixylix:	ITV, C4	
Triogesic:	S, Y, G, HTV, U, TTV, C, A, TVS	
Vantage Products:	All areas	
Vosene:	GTV, U, STV, B, G, Y, C, TTV	

Givenchy Hearts

Parfums Givenchy are offering special heart-shaped wrapping for Valentines day.

The heart shaped bags come in black with a gold Givenchy logo

and a red lining. They will be available at Givenchy stockists from the end of January until mid-February. *Parfums Givenchy. Tel: 0932 245111.*

Over 3 million people are upset by dairy foods. Can you cater for them?



Stomach cramps, wind and diarrhoea are the results of an inability to digest the milk sugar or Lactose present in all milk and dairy foods.

But some Lactose Intolerant people **do enjoy the goodness of milk and dairy foods without upset.** They use the safe, natural and effective Lactaid range of milk, drops and tablets.

The Lactaid range will be supported by advertising in the National press, Women's and Health magazines during 1989. So, order your stocks today from Macarthy's, Vestric, Brewhurst and Illingworths. Or telephone Sue Chalk on 0442-862553 for more information.

Lactaid

IF DAIRY FOODS UPSET YOUR CUSTOMERS

MYPLAN LTD • 12A CASTLE STREET • BERKHAMSTED • HERTS HP4 2BQ

COUNTERPOINTS

Sterling plans for profit make the most of space



A shelf planogram designed to help pharmacists decide how much display space to allocate to oral analgesic brands is being introduced by Sterling Health representatives this month.

The company's operations controller Mervyn Hicks points out that the planogram has been tested in the George Staples group of pharmacies based in Stoke-on-Trent with the help of the group's general manager Donald Johnston. And those pharmacies that followed the planogram to display analgesics showed an increase in cash sales of 10.4 per cent over those not using the device, Mr Hicks says.

For the trial the George Staples pharmacies were split into three groups — a planogram group, display group and control so that any seasonal differences could be accounted for. Sales were monitored for eight weeks before planograms were put to use and for 12 weeks afterwards.

The recommended space allocation for analgesics using the planogram is a total of 5 by 3 ft of shelf space. An eight-page booklet explaining how to use the plan also gives a conversion chart so pharmacists giving from 10 ft to 25 ft of space can read off the relevant number of facings for each of the dozen brands listed.

Within the planogram scheme space has been left to allow pharmacists to add facings or additional brands to their display to reflect regional sales variation. Some space has also been given to own label or generic product.

The new display guide is being offered to independent pharmacies as part of Sterling Health's CARE scheme (Co-ordinated Approach to Relationships and Education).

Pharmacists who would like more information can contact Alison Plant, trade planning manager, Sterling Health. Tel: 0483 65599.

Real soap from Real Foods

Natural food wholesaler, Read Foods Trading Ltd of Edinburgh is the sole UK distributor for Melvitaflor, a range of pure vegetable-based soaps and shampoos made by traditional methods in Provence, France. To a mild soap base enriched with shea butter, are added wheatgerm, green clay, jojoba and aloe vera. Melvitaflor luxury soaps sell for around £0.79 for a 100g tablet. *Real Foods Trading Ltd. Tel: 031-554-4321.*

Otrivine spend £0.5m

Ciba Consumer Pharmaceuticals are to spend £500,000 on a television advertising campaign for Otrivine.

Running until the end of February, the advertisement combines animation with live action and will be shown in Central, Granada, Yorkshire, Tyne Tees TSW, HTV and Ulster regions. Ciba say the campaign coincides with peak seasonal demand for nasal decongestants.

A range of display material is also available. *Ciba Consumer Pharmaceuticals. Tel: 0403 50101.*

New Neutradol

New packaging for Neutradol room deodorizer gel and ozone friendly spray from MS George will be introduced in February.

MS George say that the packs give stronger branding of the Neutradol trade mark and will greatly improve visibility on shelf. They have also planned a spend of £350,000 in a range of women's magazines like *Woman*, *Woman's Own* and *Woman's Realm* to publicise the new image. MS George Ltd. Tel: 01-351 3465.

Autan offers

Autan insect repellent is to be advertised in women's magazines over the peak Summer sales period. Point of sale material to promote the products in-store is to be available from Bayer Consumer representatives next month, says the company. There is also to be a competition for pharmacy staff in which they will be asked questions about Autan. Prizes are to include Fuji cameras and towels. The closing date is to be at the end of the Summer, say *Bayer UK Ltd, Consumer Division*. Tel: 0635 39000.

Free cheers!

Nurdin & Peacock are offering their customers a free selection of quality drinking glasses from January 23 to October 20.

To qualify, customers have to make a purchase at a branch of Nurdin & Peacock and present a promotional coupon from the current Nurdin & Peacock brochure. But only one boxed set of four glasses can be claimed every three weeks, allowing customers to claim a maximum of thirteen sets over the offer period.

Seven different styles of glasses are available in the Windsor Collection, and they are exclusive to Nurdin & Peacock. They include white wine glasses, red wine glasses, wine flute glasses, lager glasses, old fashioned tumblers, hi-ball glasses and sherry glasses.

Customers will also be able to purchase any of the items in the collection during the offer period, say *Nurdin & Peacock*. Tel: 01-946 9111.

S&N profit

Smith & Nephew are to launch a shelf management scheme to retail pharmacies based on the

concept of profit made per volume of shelf space taken. This scheme is of particular use in evaluating the viability of the sale of low profit, high volume products.

Entitled Direct Product Profitability, the basic formula is to divide the gross profit made on any one item over a given period by the total volume occupied by those packs over the same period.

For example, a product selling at £1 with a mark-up of 25 per cent would yield a gross profit of £0.25 multiplied by the number sold in four weeks, say ten, equalling £2.50. If this figure is then divided by the volume of the pack multiplied by the number sold, then a useful comparison figure is provided for other products.

Shelf organisers and illustrated literature will be available in early February from company representatives. Alternatively, those interested in the scheme should contact *Smith & Nephew Consumer Products Ltd*. Tel: 021 327 4750.

What a vision!

Magnivision Ltd, who claim to have the biggest selling brand of reading glasses in the world, are

to make their range available to UK pharmacies from April.

The glasses will retail at £12.95 a pair, a saving of about £30 or more on current prices, says the company. Consumers select the correct strength by following a simple eye test contained in charts on the units. *Magnivision Ltd*. Tel: 0782 577055.

Unichem to distribute Ever Ready

Unichem have been appointed by Ever Ready to act as sole distributor for the retail and wholesale chemist trade.

Customer deliveries of Ever Ready's Gold Seal, Silver Seal, Button Cells and rechargeable batteries will begin twice daily from February 1, when a special launch bonus of a 30 per cent trade discount will apply.

Unichem is the first major distributor to be appointed by Ever Ready, whose range of batteries are currently being supported by a £6m national television advertising campaign. *Unichem*. Tel: 01-391 2323.



WHY WE'RE ABOUT TO
MAKE WAVES IN THE
TRANQUILLISER MARKET

SK&F launch Algitec for heartburn

Cimetidine and alginic acid have been combined in a chewable tablet for the treatment of heartburn.

Smith Kline & French's Algitec contains cimetidine 200mg and alginic acid 500mg. While cimetidine acts systemically to control gastric acid secretion, the alginic acid provides a mechanical barrier to reflux, by forming a protective raft on top of the stomach contents. Cimetidine absorption is not significantly affected by the alginic acid, says the company.

Manufacturer Smith Kline & French Laboratories Ltd, Welwyn Garden City, Hertfordshire

Description Circular, off-white flat-faced chewable tablets with butterscotch odour and a characteristic pattern marked "Algitec" on both sides. Each containing 500mg alginic acid and 200mg cimetidine.

Uses Treatment of gastro-oesophageal reflux disease

Dosage One tablet chewed four times a day, after meals and at bedtime for four to eight weeks.

May be increased to two tablets, four times daily.

Contraindications, warnings etc As for other products containing cimetidine and alginic acid. See Data Sheet.

Further information Each tablet contains sodium 47mg (2.05mmol), lactose 330mg and sorbitol 680mg

Supply restrictions POM

Packs Cartons containing 120 chewable tablets (six tubes of 20) for £29.85 trade

Product licence 0002/0149

Issued January 1989

New calcium supplement

Shire Pharmaceuticals have introduced orange-flavoured effervescent sachets of calcium carbonate.

Citrical contains 1260mg calcium carbonate which is equivalent to 500mg calcium. The recommended dose for treatment of calcium deficiency is one sachet three times daily. Shire say the granules also contain citric acid which helps to solubilise the calcium carbonate and improve calcium absorption.

Side effects include constipation, wind and rebound

acid production and the absorption of other drugs may be impaired. Citrical is a Pharmacy medicine and comes as boxes of 90 sachets (£20.88 trade). The Product Licence number is 8557/0004. *Shire Pharmaceuticals Ltd. Tel: 0264 333455.*

BRIEFS

Thomas Kerfoot have extended their generics range with the following: cephalexin tablets 250mg (100, £16.75) and 500mg (100, £32.80). Both strengths are pink, film coated and bi-convex and marked "G" on one side and "Cx 250" and "Cx 500" respectively, on the other side.

Isosorbide mononitrate and dinitrate tablets are white and scored. The mononitrate 20mg (100, £8.40) is marked "1mn/20", dinitrate 10mg (100, £1.55) is marked "1dn/10" and dinitrate 20mg (100, £3.11, all prices trade) is marked "1dn/20". *Kerfoot Pharmaceuticals. Tel: 061-330 4531.*

Serono have introduced three ampoule packs of Profasi 500 IU (£2.07), 1000IU (£2.85) and 2000IU (£5.25 all prices trade). Packs for Metrodin and Pergonal have also been redesigned. *Serono Laboratories Ltd. Tel: 07073 31972.*

Esidrex-K has been withdrawn

following the expiry of its product licence. *Ciba-Geigy Pharmaceuticals. Tel: 0403 50101.*

Sterling-Winthrop say that product licences for Franol and Franol Plus old Controlled Drug formulations, will lapse on January 31. New formulations were introduced last year, without phenobarbitone or thenyldiamine. *Sterling Research Laboratories. Tel: 0483 505515.*

Bencard say that the split-ring tamper-evident caps on Amoxil 125mg and 250mg lightweight syrup bottles will be replaced by continuous ring caps. *Bencard. Tel: 01-560 5151.*

Ismo 20 is now available in an original calendar pack of 56 tablets (£4.76). Packs of 60 have been discontinued. The Ismo starter pack is also being changed and now comes as strips of 56 Ismo 20 tablets along with a strip of Ismo 10 tablets (£5.18, both prices trade). *MCP Pharmaceuticals Ltd. Tel: 0506 412512.*

Ultra Laboratories say that two sizes of Lyofoam wound dressings are to be accepted on the Drug Tariff from February 1. Packs of 7.5 by 7.5cm (£2.75) and 10 by 10cm (£3.25) are to be available in community sizes of five dressings each. Packs of 25 have been discontinued. *Ultra Laboratories Ltd. Tel: 0795 70953.*

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ONS

There is no need to run from the sun this Summer according to all the leading sun preps manufacturers, who say that the idea of protection and specialist care is behind almost every major sun prep launch or campaign for 1989.

Long gone are the days when anybody would stretch out on a beach, smothered in low factor oil and determined to get a tan whatever the cost. After all those scaremongering Press stores about the dangers of unprotected sunbathing, most people are taking care to choose the right product with the right consistency, for the right part of the body. And manufacturers have responded to this need by launching plenty of specialist products for Summer '89.

The UK suncare market has continued to grow despite a particularly poor Summer at home, and a fall in late foreign bookings due to flight chaos in July and August. In spite of this figures from SDC to October 1988 show that the total value of the market value rose by 9 per cent to reach £67.9m.

Valerie James, group product manager for Ambre Solaire and Duo Tan also anticipates that sterling growth will continue to outstrip unit growth as more consumers trade up to larger sizes, higher protection factors and more expensive specialist products.

Tanning products took a 79.8 per cent share in line with market growth, while after care products increased their share to 14.7 per cent of the market, reflecting the buoyancy of the skincare market as a whole. Artificial tans were only worth 5.5 per cent of the market, some 10 per cent less than the previous year, and pre-tan starters didn't seem to capture the public's imagination as much as had been expected.

The bulk of the sun preps trade — £40.6m or 59.9 per cent — went through chemists for the year ending October 1988. But there is no room for complacency as chemists are seemingly losing out in the long term to the grocers and discount drug stores in growth rate terms (see fig 1).

Halting downward trends

Chemists could do more to halt these trends by looking at the seasonality of sales patterns, as more sales are being made in the traditionally "off peak" months of March, April and September than ever before.

According to Nielsen (figures exclude Boots) just 6.3 per cent of total market sales were made in March and April of 1986, compared with 8.6 per cent in the same months this year. Similarly, just 16.1 per cent of sales were made in September and October 1986, compared with 17.5 per cent of sales being made in the same months this year. The months of May and June have remained buoyant, with 25.9 per cent of sales taking place in 1986, and 31.7 per cent of sales taking place in 1988. But surprisingly, the "peak" sales months of July and August seem to be losing out, with market share down from 51.7 per cent in 1986, to 42.2 per cent in 1988.

The trends are reflected by the months in which people take their holidays. Figures from the Department of Employment show that 27.4m UK residents went abroad in 1987. Of these, 6.9m went in the first quarter, compared to 7.1m in 1988, and 6.8m went in the third quarter of 87, compared to 7.3m in 1988. By contrast, the second quarter, the traditionally "peak" holiday period has remained relatively static with 6.9m people going on holiday at this time in 1987, compared to 6.8m people this year.

In response to this trend, Boots are taking products all year round, says Nicola Chegwidien, brand manager for Nivea Sun "But the trade as a whole is very much embedded in the idea of the end of the season when all stocks are taken back," she says. "We have got to encourage them to hold on and to have smaller displays."

Chemists still dominate, and they can further improve their market position by giving active advice in store.

Higher factors

A comparison of sales for the eight months ending August 1986, and the eight months ending August 1988, show that high protection factors have boosted their sales dramatically.

For the period ending August 1986, the total market for sun tan products was £32m compared with the 1988 figure of £33m. In the month ending August 1986, high protection factors of seven or over were worth £6.72m or 21 per cent of the market. In the month ending August 1988 they were worth £11.22m or 34 per cent of the market.

By contrast, medium factor protection products have lost ground. They were worth £14.72m or 46 per cent of the market in the month ending August 1986, but only £13.86m or 42 per cent of the market in 1988.

Low factor products have experienced a similar slide, taking £10.56m or 33 per cent in 1986 and £7.92m or 24 per cent in 1988.

According to Anthony Bush, director of consumer products at Windsor Pharmaceuticals, the average consumer is approaching tanning with a "much more sensible attitude . . . they are demanding much higher protection products that allow them to build up a tan more slowly," and "they are prepared to invest in these products regardless of price."

Destination is also important he says, as an SPF suitable for Spain is unlikely to offer adequate protection in a country closer to the equator, such as Cyprus.

Windsor Pharmaceuticals realised that they needed to add to their Uvistat range, as their highest protection factor in 1987 was 10 in a suncream. Now, the most protective product will be a sun bloc (SPF 20, 50g £3.99). A factor 15 suncream (100g, £5.69) will also be added to the range and both products will be hypoallergenic and water resistant.

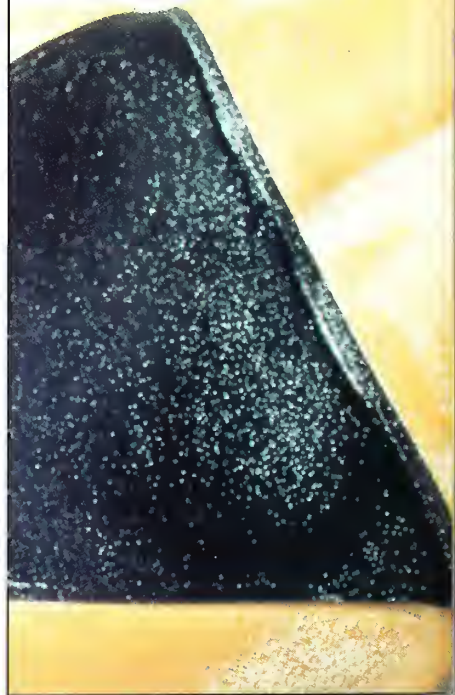
Chefaro are introducing a Bergasol ultra protective tanning cream (SPF 10) (50ml, £4.25) to target skin type one users, and to widen their audience from "historically easy tanners to fair and difficult skins".

Roc are relaunching their suncare range under the title Active Sun Protection, and increasing it to 13 references to offer wider protection. Their new invisible sunscreen (SPF 10-15, 40ml, £4.95) is a light, easy-to-apply-lotion which aims to provide maximum protection against UVA and UVB rays, and their new high protection sun lotion (SPF 7-9) (150ml, £6.75) is also water resistant. All the formulations contain vitamin E and are hypoallergenic, unperfumed and non-comedogenic, say Roc.

Ciba Consumer are launching a Piz Buin SPF 24 sun block lotion, (125ml, £9.50) which substantially improves on their previous highest factor of 12. And Vichy are launching a range of high factor, waterproof creams and milks which are said to be suitable for watersports enthusiasts and those with sun sensitive skins. They include a high protection waterproof suncream and milk (SPF 10, £4.95, cream 50ml, milk 150ml) and medium

Beauty &

Summer '89 means protection, protection, and more protection with specialist care for the face and hair making an impact, and high factor products fast becoming the indispensable accessory for the cautious sunseeker.



the beach

Fig 1
Total sterling sales: £67.9m (+9%)
 Chemists: 59.9% (+3%)
 Discount/Drug: 10.2% (+8%)
 Grocery: 9.2% (+58%)

Total unit sales: 21.5m (+7%)
 Chemists: 55.5% (-2%)
 13.4% (+69%)
 8.5% (+35%)
 Source: SDC



Uvistat are repackaging their range to make choosing the right factor even more simple

TOP TEN TANS

1 Ambre Solaire	6 Hawaiian Tropic
2 Avon	7 Coty
3 Soltan (Boots)	8 Piz Buin
4 Nivea	9 Coppertone
5 Bergasol	10 Uvistat

Figs from SDC

protection waterproof (SPF6, cream 50ml, milk 150ml) suncream and milk.

And three new lines will be introduced into the Nivea sun range including an SPF 10 lotion (200ml) to "boost the company's high protection strengths" together with an SPF 5 lotion and a 500ml after sun soother.

Creighton Laboratories will be introducing a factor 15 suntan cream (£5.00) to the Sun Veil range. It contains aloe vera and sesame seed oil and can be used on both the body and the face. Margaret Firman, Creightons marketing manager said that they had chosen cream rather than oil because "cream is a better barrier" and because they wanted to boost their high protection strengths.

About face

Face-only products are also appearing on the mass market scene for the first time, with Nivea's launch of Nivea Sun for the Face (C&D December 17/23). Nicola Chegwidan says that the product, with its white, blue and gold packaging will fit in perfectly with the Nivea mainstream brand because it will draw on the brand's skincare heritage.

The face is the part of the body that women feel most emotionally about, she says, but adds that Nivea are not claiming any magic ingredients for their product. "We are simply saying that it minimises the risks to the skin, and contains vitamin F to help protect against reddening."

And Garnier are also launching two face only, Wrinkle Defence tanning creams in factors 12 and 4 into the Ambre Solaire range. The creams (£4.99 and £5.89 respectively) are said to contain a biological complex, and to be moisturising, and easy and pleasant to apply.

Hair today

Manufacturers have also focussed on the frustrations of holiday hair care, with a number of specialised products which aim to remove sand and salt from dry and matted hair.

Chefaro will be extending their Bergasol range with the introduction of three hair and bodycare products — an after sun shampoo and shower gel, a protective hair gel and an after sun conditioner.

The after sun shampoo and shower gel (£4.25) contains collagen and vitamin B and conditions dry hair and skin as well as removing chlorine that holiday makers might pick up from a hotel pool. The protective hair gel (£3.95) also contains a UV filter and vitamin B, and the after sun conditioner (£3.95) is an intensive jojoba-enriched moisturising rinse which aims to help restore moisture and manageability to sun-damaged hair.

Malibu are also launching a holiday haircare range in a pack containing a 100ml shampoo and a 100ml conditioner. The shampoo has a mild, cleansing action, can be used frequently, and the company claim that it removes every trace of sand and salt without stripping the hair of its natural oils.

Kids only

Children are notoriously difficult to protect in the sun because they are constantly in and out of the water and they dislike being plastered with strange substances. But mothers are becoming increasingly aware of the need to buy in special products for children, according to a spokesman for Maws who manufacture the children's Sun Time range.



Two new Coppertone products for children. Scholl say that mothers will pay extra

Maws products will have a new formulation, incorporating UVA and UVB sunscreens; and they are adding a new product called Sun and Wind lotion (160ml) to their portfolio, which is said to be a light oil-free product suitable for both adults and children.

And Scholl Consumer Products are also introducing two new products to care for children's skins. A children's sun care protection lotion (SPF15) is said to be gentle, non-irritating and waterproof, and a children's high protection cream (SPF25) has the same properties but Scholl say that it's more suitable for very young children because it gives a comprehensive degree of protection.

Gillian Newman of Scholl believes that mothers will pay more to equip their children with the best possible product. And research conducted for the product's US launch in 1987 concluded that mothers saw children's products as an incremental or "extra" purchase.

Scholl have carried out tests to make sure that the new products are not irritating to young skin, and they rejected any parabenoic acid content because they thought it too harsh. Instead, the factor 25 cream contains octyl-salicylate, parsol MCX, homophthalate and oxybenzone, and the factor 15 cream contains oxybenzone and parsol MCX. And both of the products are waterproof and hypoallergenic.

Sunworld are also entering the baby protection market with three new Panama Jack products which are going on sale in the States for the first time this Summer.

The Baby Block (SPF 25, £5.99) is a total sun block designed for the youngest of children, and Play Safe (SPF 12 £4.99) is a product aimed at "active children" from toddlers upwards.

Panama Jack's All Better (45ml, £3.49) is the same substance as their Green Ice Aloe Gel for adults which is used to soothe sunburnt skins but it has been repackaged and named specifically for the baby market and the size has been tailored down from the usual adult 118ml.

Oil-free assets

If specialist products are on the way up, so are products that are lotion or cream-based, according to SDC.

Lotions and milks accounted for 60.3 per

cent of sterling sales in the year ending October 1988 (a rise of 24 per cent year on year) and 59 per cent of unit sales (a rise of 20 per cent). Oils just about held their own, with an 11.4 per cent sterling share of the market (a rise of 4 per cent) and a unit share of 11 per cent (a rise of 10 per cent). But thick creams definitely lost out in the marketplace, taking 25.5 per cent sterling (a decrease of 18 per cent and a unit share of 26.7 per cent (a decrease of 17 per cent)).

The Uvistat range was previously cream-based and Windsor are launching two new lotions for 1989 — a factor 8 and a factor 6. And Ciba Consumer are launching Piz Buin Sunsport lotion (SPF 8) which they say is suitable for all types of skin and which dries on contact. It is said to be good for scalp protection, because it does not make the rest of the hair appear greasy, and Ciba say that men with a lot of body hair will find it easier to use, because it doesn't make hair matted when it is applied.

The lotion contains spectrum UVA and UVB filters and is said to be both sweat-resistant and waterproof for up to 80 minutes.

Almay are launching a lower factor tanning product which is both non-greasy and cooling. And Roc are launching a non-oily sun filter gel (SPF 4-6) and a water-resistant sun filter cream (4-6) to boost their non-oil range for 1989.

Waterproofing

All waterproof products are expected to be very much in vogue for 1989, and the Garnier Ambre Solaire brand will feature a new advanced formula with water resistant qualities which will combine "high protection efficacy plus a cosmetic application", according to Val James. Garnier say that water resistant formulations usually leave a greasy film on the skin, but that the new formula contains a silicon-derived raw material which is both easy to apply and pleasant to use.

As well as being waterproof, the new creams also contain (UVA & B) screens, karite butter, jojoba oil, and natural plant extracts to protect the skin and help maintain its suppleness.

Some companies have defined "waterproof" products as those which will stand two twenty minute dips in water. But Piz Buin products have been improved for this season to be resistant for up to 80 minutes.

Almay are also trading up factors and riding on the water resistant wave with their Water resistant ultra protection lotion (SPF 12). This lotion is recommended for sensitive skin and young children, and is enriched with moisturisers to protect and care for fair skin.

Afterglow

After sun products have done well in the marketplace in 1989. "Care is the word both in and out of the sun," says Lorraine Ginnis, senior product manager for Hawaiian Tropic. "After sun moisturiser sales have more than doubled in the last year. Consumers are moisturising their skins after sunbathing with more frequent applications and larger quantities."

In line with this Nivea are launching a new 500ml after sun soother to their 1989 range. And Chefaro are "adding value" to two of their Bergasol after sun products. Their after sun soother will have a fine pump spray, and their after sun moisturiser will have an enriched moisturising formula with dermocalmine, karite butter and vitamins A

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SUNPREPS



Nivea — a huge opportunity in mass-market products?

and E. And Vichy are launching a 150ml After Sun Milk for the coming season. The milk contains allantoin, is said to sooth the skin effectively, and costs £4.95.

Total block

More and more people are using sunblocks for sensitive areas such as the tops of shoulders, the nose and the tops of the feet and a number of new products are coming onto the market for 1989.

Biotherm's new total sunblock uses mica titanium salts as a broad spectrum UVA-UVB filter because, according to Diane Miles marketing manager, it avoids the "ugly shiny look of the older zinc oxide salts."

Uvistat are also to introduce a new factor 20 sunblock, and Coppertone now has two sun blocks available on NHS prescription. (Supershade Colour Lotion SPF15 and the Ultrashade SPF23).

New ranges go for special care

Maurice Douek have launched a Lacoste sun preps range into the market place specifically as a "sporty product" with items ranging from an oil-in-water emulsion to after sun care (C&D, October 29, 1988).

The crocodile logo is already well known and popular, selling £16m of shirts every year, says Mr Douek. Now, the aim is to target a specialist market and sportsmen and women of all kinds, aged from 18-40.

The range contains a number of products which pick up on current trends within the marketplace, including a face-only product called Stick Face and Lips (SPF 8, 40ml, £7.00), a high factor product called Total Sun Screen Safe Tanning (SPF 12 50ml, £7) and an After Sun Repairing Balm (125ml, £8) (Full details C&D, October 29, 1988).

A £200,000 support campaign for the launch will centre on specialist trade press

titles such as *Yachting World*, the *Good Ski Guide*, *Tennis Times*, *Boat International*, *Yachting Monthly*, *Golf Monthly*, *Golf World* and Sunday magazines.

Biotherm are launching a sun preps range which covers both classical and oil free formulations with factors ranging from two to 18 (C&D, December 3, 1988). The fifteen-strong product range aims to provide a double defence against free radicals and ultra violet radiation.

Diane Miles, marketing manager for Biotherm, says that it is a premium brand targeted for all age groups, with classic oil formulations which may appeal to the older customer and oil-free formulations for the younger customer.

The POS material reflects this division and recommends separate products for the face and body.



Piz Buin goes higher and higher...



"Designer" packs from Lacoste



More purity from Maws

All figures in this feature are from SDC, which includes Boots, unless otherwise indicated.

Uvistat in the shade

The Uvistat brand will be relaunched from January, with new packaging. The traditional orange symbol remains, but with a shaded overlay to indicate the factor number. On the factor 20 sun block, for example, the sun is in eclipse while on the factor 4 sun cream, the shading is minimal.

Windsor Pharmaceuticals plan to spend £0.5m on the brand in 1989. Promotions include an advertising campaign in the women's Press which will run throughout the Summer, and Windsor say that the advertisements are designed to "underline the brand's strong ethical and protective qualities".

The company also plans to repeat its in store window display competition in conjunction with Enterosan and in store leaflets will carry tanning tips. Finally, a ride in a Uvisat hot air balloon will also be the prize in an assistants' competition.

Roc flash

Roc's packaging has been redesigned to "improve brand identity and project a more modern image," they say. All the products will bear an orange trapezium flash, with sun tan products having a yellow background and sunblock and aftersun products a white one.

The new range will be supported by an £85,000 colour advertising campaign in the women's Press backed by sampling and POS material.

Piz Buin get waterproof

All Piz Buin products in 1989 will be waterproof for 80 minutes, as against the old standard of 40 minutes. The packs will carry SPF "wave" logos to highlight this change.

There will be three main classifications on the new packaging strength of sun, SPF and skin type, with the sun intensity classification flashed on the front of the pack.

There will be a total spend of £1.5m on the new campaign which is set to break in May. Advertising in women's magazines will continue throughout the Summer period together with special promotional leaflets with tan planners in store, and point of sale material.

Vichy flip their lids!

A flip-top lid first introduced with Vichy sun gels has been incorporated into all packs for creams and milks, and all tanning products will also be introducing a new merchandiser and organising an extensive sachet campaign.

And Vichy have moved away from chocolate brown packaging, and into brighter caramel, tangerine and white packs.

Nivea provide lots of info

Nivea sun preparations will be divided into six clearly defined sub-groups with high protection and children's products in deep blue packs; medium protection for skins, which tan normally in gold packs; low protection in deep bronze packs; after sun in pale blue packs; and Nivea sun for the face in predominantly white packs.

Nivea are spending £700,000 on sun preparations this year which is part of the total brand spend of £5m. One million POS booklets will help assist the purchasing decision and also help plan for the family holiday, they say. In addition, a consumer "magazine style"

booklet will give holiday hints on everything from visas and vaccinations to packing.

Smith & Nephew are also providing chemists with a manual to help in recognising the products certain customers might want.

Coppertone competitors

There will be a consumer Press campaign backed up with a new range of display units, including a floor stand and a counter unit.

Scholl will also be running a consumer leaflet competition, offering flights to Miami and Timex watercolour watches as prizes.

Certain packs will also be banded with Revlon products. The Coppertone cream 4 will be banded with a 100ml Revlon Flex sun and sport shampoo, and the Coppertone deep moisturising after sun will be banded with a 100ml Flex Sun and Sport conditioner.

Hawaiian Tropic spend £¾m

In 1989 media support for the Hawaiian Tropic range will be trebled, with a £¾m spend (MEAL) and a national women's Press campaign. This campaign will be based on "Hawaiian Tropic tanning researchers" and will also be supported with regional posters. Display materials, consumer leaflets and straightforward information about the range will be available from Warner Lambert representatives as the company assumed in-house sales, marketing and distribution responsibilities from September 1988.

Ambre Solaire £1m boost

L'Oreal will spend over £1m on Ambre Solaire in 1989, and there will be campaigns on television and in the Press. Details of the advertising are as yet undisclosed but it will focus on "the new formulation creams", says Val James.

L'Oreal are also planning gift-item-with-purchase promotions. Sales presenters, display materials and counter and shelf units will also be available.

Maws are crisp and pure

Maws are redesigning their Sun Time preparations in 1989 with "crisp, pure white packaging specifically designed to target the products towards babies and children," they say.

Bergasol go for science

The SPF has been made larger and more noticeable on Bergasol packs for the 1989 season, and the formulation is now at the top of the pack instead of at the bottom. Chefaro have also provided more scientific information on the back of packs.

The total spend on advertising for Bergasol will be £700,000 in a range of magazines including *19*, *Cosmopolitan*, *Marie Claire*, and *You* magazine. There will be a series of poster campaigns throughout the UK.

A spokesman for Bergasol said that their "four models" shots for 1988 would be retained together with the caption "as brown as you can go" but this time the ads were shot on exotic locations" rather than in the studio.

Sun Veil set sail

Creightons are producing a series of A4 leaflets for their Sun Veil brand. And they will be sponsoring an 80ft racing yacht called "Creightons Naturally" in the Whitbread cup.

Sun protection factors have been around for a long time, but people still get confused about what they mean in practice. One classic error concerns the customer who buys a medium or low protection factor believing that it will allow him to bask in the sun for hours on end; another customer might wrongly believe that using a sun prep product will stop him from tanning at all.

This is where pharmacists can step in, for they are particularly well-placed to educate customers on the type of protection needed for themselves and other members of the family. And most companies would agree that more people would buy high protection products if they had a better understanding of SPF's and which factors suited them.

The SPF indicates the length of time a person using the product can stay in the sun before his or her skin reddens. If someone's unprotected skin normally reddens after being in the sun for 20 minutes, they should be able to stay out five times longer (ie 100 minutes) when using a product with an SPF of five.

Not all manufacturers determine SPF in the same way — which could be another reason for confusion among consumers faced by a wide variety of sunpreps. The Cosmetics, Toiletries and Perfumery Association's working party on sunscreens is trying to improve the situation by getting uniformity in the methods used, so that all products with the same SPF would give the same protection regardless of brand.

Most tests use human volunteers, but the two main methods differ in the amount of sunscreen used. A patch of skin is exposed to ultra-violet light when unprotected and when protected with a fixed weight of the product under test. The SPF is defined as the ratio of the UV energy required to produce a just perceptible redness (the minimal erythema dose or MED) on protected skin, measured as time of exposure, to the UV energy required to produce the same redness on unprotected skin.

But the test approved by the American Food and Drug Administration uses 2mg of the product per sq cm, compared with the German (DIN) method which uses 1.5mg per sq cm and tends to give a lower SPF.

So far the two countries have not reached agreement on a standard weight. The American method is used by American companies, many British and most of the French. The German method covers most of the rest.

Other ways of measuring SPF's include spectrophotometric analysis to determine the absorption characteristics of weak solutions of sunscreens, and measurement of the absorption or transmission of UV light passing through thin layers of sunscreen on a quartz slide.

For lower factors, it makes little practical difference how the SPF is determined, but for higher factors greater discrepancies appear. For example, a cream of SPF 15 measured by one method could have an SPF of 18 when measured in a different way. And at this level customers want high protection either because they are extremely sun sensitive or because they will be exposed to intense sunlight for long periods, so these differences could be important.

If the product gives high protection whether it is SPF 15 or 18, does the difference matter? Dr Oswald Morton, who is a member of the CTPA working party on sunscreens and an independent consultant to the pharmaceutical industry, believes the

Some like it hot



Key factors . . . Bergasol are targeting "fair and difficult" skins

difference is not crucial, because human reactions to sunscreens are so varied. He would prefer to group sunscreens under low, medium or high protection bands encompassing a range of SPF's. Some companies already put both a number and a grouping on their packs.

"The SPF relates to a specific weight of cream applied and, in practice, you have no guarantee that a person will put on that precise amount," he says. "But we will never get rid of SPF numbers because manufacturers feel they are answering a public need."

Dr Morton believes the human tests give a more reliable indication than the mechanical tests of how a product will perform in practice. "The obvious difference is that a glass slide is flat and the skin isn't," he says. "But at low factors there is a close correlation between products tested by the various methods."

If consumers stick to the same brand there should be no problem as they will know what performance to expect from that product. Otherwise they should follow the rules below for safe tanning and choose SPF's according to their skin types and the conditions to which they will be exposed.

How to tan safely

Getting sunburnt can not only ruin a holiday, it can lead to skin "ageing" and malignant changes in the longer term.

The secret of safe tanning is to do it slowly, starting with a high protection product and gradually reducing the SPF over the holiday. This means that customers are likely to need more than one sunscreen.

Several points need to be considered when choosing the right protection, and skin type is particularly important as fair-haired, pale skinned people are the most likely to burn.

The Royal College of Physicians has identified six skin types according to their reaction to UVB. Type one never tans, always burns; type two tans with difficulty, burns easily; type three tans easily, burns rarely;

type four always tans, never burns; type five has genetically brown skin (Asian) and type six has genetically black skin (Negroid).

Type one with highly sensitive skin should always use high protection (at least SPF 15) on the face but may possibly decrease to factor eight or ten on the body as the holiday progresses and their own melanin production starts giving some protection. At the other extreme, people with olive skins who tan easily and rarely burn can start with factor six on the face, reducing to four, and factor four or five on the body, reducing to factor two.

Even when a base tan is established it is wise to continue with the higher protection on vulnerable areas such as the nose, shoulders and nipples.

The customer's destination is another very important factor. The earth's atmosphere filters out UV light, so the amount reaching the earth depends on latitude and altitude. In the tropics the sun is directly overhead and the rays pass through the least possible atmosphere.

In high mountains there is also less atmosphere to penetrate. With each 300 metre increase in altitude, the burning potential of sunlight increases by about 4 per cent. During ski-ing, this effect is intensified by reflection from the snow. It is estimated that snow reflects 85 per cent of the sun's rays, compared with almost 100 per cent reflection from water.

Beside the Dead Sea, the earth's lowest point, all the medium wavelength UVB has been filtered out by the thickness of the atmosphere so the risk of burning is much less here than, say, on a ski-ing holiday. Time of day and season are also important as the sun's rays are most intense at mid-day in the summer when the sun is nearest to being directly overhead.

Some of the other risks may not be obvious. Many holidaymakers are aware that the sun's rays are reflected and intensified by water, but they may not realise that UV light can penetrate well below the surface, making water-resistant sun protection important when swimming.

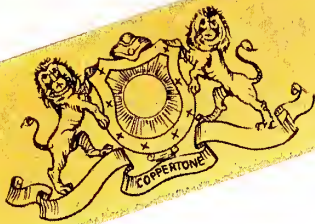
Cloud and wind can also be deceptive. The wind's cooling effect can mask the burning power of the sun and tempt sunbathers to stay out longer. And UV rays can still penetrate clouds and sun umbrellas, and sunbathers sheltering underneath may also be caught by the sun's reflection from the sand.

Finally certain medicines, such as phenothiazines and immunosuppressants, can have photo-sensitising effects, so people should be warned to take extra care.

Can eye colour affect sun sensitivity?

Research in the USA suggests that eye colour could be more relevant than skin colour in determining who is most likely to suffer skin damage from sunlight exposure. A survey published in *Archives of Dermatology* (January 1988) found that white men with dark blue eyes had the greatest skin damage due to sunlight, followed by those with grey-green hazel, then light blue, then light brown eyes. Those with dark brown eyes were by far the least vulnerable.

Among women, those with light blue or grey-green hazel eyes were most at risk of skin damage, followed by those with dark blue or light brown eyes. Again, those with dark brown eyes had suffered the least damage, as judged by dermatologists' examination for ageing and all pathologic changes.



Sun Protection on prescription

Coppertone now has two sunblocks available on NHS prescription. So there's even more reason to stock up – all through the year as well as in the summer. They filter out both UVA and UVB rays making them ideal for photosensitive skins.

- Coppertone Supershade SPF15 gives the skin 15 times its natural ability to withstand the sun.
- Coppertone Ultrashade has a sun protection factor 23, among the highest available.

A third prescription product, Coppertone Sunstick 15, will soon be available too. So stock Coppertone and take advantage of prescription sales as well as OTC opportunities. Either way Coppertone gives you more.

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FILTERS
For total protection
of delicate skin



125 ml

Faking it



Stylish faking...from Duo Tan



Repackaging from Scholl with a "distinctly cosmetic appearance"

Fake tanning, by common consent, has had a difficult legacy. The older types of products tended to streak, to leave the skin orange-coloured, and to give off an unpleasant sulphurous odour, making women wary of experimenting with them.

But now, with a range of good, established products on the market like Garnier's Duo Tan, Coppertone's Quicktan and Suddentan, Coty's Sunshimmer, Piz Buin's Self Tan and Vichy's Tan Without Sun together with new products from companies like Biotherm, the market has something to suit everyone's needs.

Figures from Nielsen (excluding Boots) show that from May to October 1987 the fake tan market was worth £1,236,000 with 352,000 units sold. For the same month in

1988, the market was worth £1,346,000 or 404,000 units. But multiples made a much better showing in this marketplace in terms of monthly sales averages per store, achieving a figure of £53.7 in 1988, compared to independents at £19.80.

Val James, group product manager at Garnier said that the market trend was encouraging although perhaps "not as buoyant as one would have hoped".

She pointed out that the seasonal trend in sales for artificial sun preps was very much flatter than that for sun preparations as a whole, with sales reaching their lowest point in November and December and reaching a peak in July and August (see fig 2).

But she said that Garnier know that extended display does generate sales throughout the year and that the company is "getting numerous letters from people who want to get Duo Tan at off peak times."

Why cheat?

One reason for growth in the fake tan market is that people are realising that the sun is damaging, coupled with the fact that fake tan products are ten times better than they were five years ago, said Diane Miles of Biotherm.

But people use fake tanning products for a number of other reasons too. They may use the products because they are not going abroad throughout the year and want to get a golden look throughout the Summer; or they may wish to give themselves a base tan before stripping down to their bikinis on the beach. But Gillian Newman of Scholl, which produces Sudden Tan and Quicktan products, said that there is a definite category of women who dislike wearing stockings or tights, and that fake tan products are also widely used by men who compete in the body building market.

The market is divided into "self tanning" and "bronzing" products. Bronzing products give an instant tan but continue to develop unless they are purely cosmetic, whereas self-tanning products develop tans over a longer period of time.

Duo Tan from Garnier (cream 75ml, £4.29 and milk 125ml £4.69) is a progressive tanning product which develops in three to five hours, and contains an agent called DHA (dihydroxyacetate) which affects only the surface of the skin.

Duo Tan has had an excellent season, according to Val James. She says that figures over the March to October period show a move in unit market share from 51.1 per cent in 1987 to 56.3 per cent in 1988 and a move in sterling share from 51.5 per cent in 1987 to 52.7 per cent in 1988. The age profile for the product is 16-44 with a bias towards the younger market. Garnier are spending over £1m on their sun preparations campaign for 1989, but the Duo Tan spend will be a separate figure and promotions will include advertising, increased POS and consumer leaflets.

Quicktan and Suddentan are products from Scholl, which complement their Coppertone sun tan range and are being relaunched in 1989. Quicktan is a self tanning product which contains no bronzing agent. It will have a "distinctly cosmetic appearance" in 1988, with its new white bottle and tube with shaded

vignette, says Gillian Newman, and it has a protective factor of two in the sun. It comes as a 125ml lotion at £4.39, a 75ml cream at £3.85 and a 50ml lotion £2.79.

Suddentan is a bronzing product with a tanning agent for "immediate colour and a longer lasting tan", which also has a sun factor of two. The product comes in a 125ml lotion at £4.39, or a 95ml mousse at £4.79. It is to be repackaged in brown and gold to "emphasise the richness of the product" and is more likely to appeal to younger people going out for a night on the town, than Quicktan, which lasts for a longer period, Ms Newman says.

She argues that brand loyalty is the key to this market, because if a purchaser finds a fake tanning product that does not react unfavourably with her skin and is fairly easy to apply she tends to stay with it for a long time.

"When we first did research we found that women had negative feelings about using fake tans, thinking that they were going to leave orange knees and things," she said. "But if you buff the skin and then moisturise it carefully, apply sparingly on dry parts of the skin, and wash your hands carefully after each application there is no problem."

Coty's Original Sunshimmer transparent face and body make up is "by far and away our biggest seller", says Philippa Varney, marketing manager for Coty. This product is a water based gel, like its matt counterpart which was launched for the 1988 season. The Coty fake tan look is finished off with two shades of Sunshimmer pressed powder and a loose powder called Sunshimmer Bronzing Glow. "Sunshimmer is a bronzer, rather than a fake tanning product," says Ms Varney. "But it is frequently classified with fake tanning products and can be used all over for a fake tan effect."

Sunshimmer experienced a growth of 57 per cent factory sales in 1988, said Ms Varney who feels that the interest generated by higher factor products has had a spin off interest in fake tans.

The latest offers

Coty will be offering a special price of £1 off the normal RSP of the tubed products to encourage trial of the products and a counter display unit will have a visual reflecting an as yet unspecified advertising campaign.

Yardley have a Ready Bronze product which is a "skin make up rather than a skin staining product" for the whole body. Easy Bronze all over make up is available in four shades — sun gold, sun copper, sun bronze and new sunrose gold costs £1.95.

This season, Almay are building on the success of their face and body bronzer gel with two new shades of bronzing powder which can be used on both the face and the body.

The bronzing powder will cost £4.95 and is said to give a "natural shimmer to pale and dark tans alike". It is both fragrance and lanolin-free and is packaged in a mirrored compact which has a foam puff applicator.

Finally the latest product on the market from Biotherm (£75ml, £4.29) is said to give an even and natural looking tan three to five hours after application which will remain for four to five days. The new product contains dihydroxyacetate £7.95 for 75ml.

(Fig 2) Figs from Garnier	N/D	J/F	M/A	M/J	J/A	S/O (months)
% total artificial tan sales	1.9	7.0	13.8	29.8	30.6	16.9
% total suntan sales	1.3	3.7	7.9	41.8	36.0	9.3
% total aftersun sales	0.7	3.6	8.3	45.8	35.0	6.7

Zestril ▼
lisinopril ICI

Prescribing Notes.

Prescribing information is available and should be consulted before prescribing.

Hypertension when standard therapy is ineffective or inappropriate. Congestive heart failure (adjunctive therapy).

PRESENTATION:

Tablets containing 2.5mg, 5mg, 10mg and 20mg lisinopril ('Zestril').

DOSE AND ADMINISTRATION:

Hypertension—initially 2.5mg daily. Maintenance usually 10-20mg once daily. Maximum is 40mg daily. **Diuretic-treated patients**—stop diuretic 3 days before starting 'Zestril'. Resume diuretic later if desired.

Congestive heart failure (adjunctive therapy)—initially 2.5mg daily in hospital under close medical supervision, increasing to 5-20mg once daily according to response.

Impaired renal function—may require lower maintenance dose. 'Zestril' is dialysable.

Elderly patients—no change from standard recommendations.

CONTRAINDICATIONS:

Pregnancy—stop therapy if suspected. **Hypersensitivity** to 'Zestril'.

CAUTIONS:

Assessment of renal function is recommended.

Renal insufficiency; renovascular disease; surgery/anaesthesia.

Combination with antihypertensives may increase hypotensive effect.

Increased blood urea and nitrogen and/or cases of renal insufficiency if given with diuretics.

Thiazide-induced hypokalaemia and hyperuricaemia.

Potassium supplements or potassium-sparing diuretics not recommended.

Acetaminophen may reduce hypotensive effect.

Possible reduced response in elderly patients. Use with caution in breastfeeding mothers. Do not use in aortic stenosis or outflow obstruction or cor pulmonale.

Effects: dizziness, headache, diarrhoea, fatigue, rash. Less frequently, nausea, rash, chest pain and asthenia.

Angioneurotic oedema and other hypersensitivity reactions; renal failure; symptomatic hypotension (especially if dehydrated); severe hypotension likely if severe heart failure).

Product Licence Numbers:

Basic NHS Costs:

2.5mg (29/0208) 28 tablets, £9.83.

5mg (29/0204) 28 tablets, £12.13.

10mg (29/0205) 28 tablets, £20.96.

20mg (29/0206) 28 tablets, £20.96.

'ICI' is a trademark. Hospital prices available on request.

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'Zestril' is a new, effective ACE inhibitor from ICI. It is given once daily, which encourages good patient compliance. The starting dose in hypertension is 2.5mg once daily, and the usual maintenance dose is 10-20mg once daily.

'Zestril' has been shown to be a well tolerated antihypertensive therapy, allowing patients to enjoy their zest for life.

'Zestril' is also an effective once daily treatment for congestive heart failure.

'Zestril' is available as 2.5, 5, 10 and 20mg tablets, presented in tubs of 60 tablets and in calendar packs containing 2 strips of 14 tablets.



Zestril Hotline

0 800 200 111
FOR CUSTOMER SERVICES

0 800 200 123
FOR MEDICAL INFORMATION

Zestril

lisinopril ICI



Once daily antihypertensive therapy which helps retain that zest for life.

Further information is available from:- ICI Pharmaceuticals (UK), Southbank, Alderley Park, Macclesfield, Cheshire SK10 4TF.

Code for pharmacy standards?

The Government has turned down the Royal Pharmaceutical Society's request that Regulations laying down standards for pharmacy premises be made under Section 66 of the Medicines Act 1968.

It suggests instead that admission to the Register might be subject to compliance with a code of practice, which would require primary legislation. The Society have suggested this as a possible approach in discussions with the Department of Health.

While accepting that standards for pharmacies need to be laid down, the Department believes that Regulations under Section 66 would not be right, for two main reasons. "Firstly, and more significantly, we do not think there is any prospect of defining sensible standards sufficiently precisely for inclusion in regulations. Secondly, we do not regard as appropriate the potential involvement of the Department in scrutinising applications and running an appeals procedure.

"In our view, the right way forward is to make admission to the Register of Premises subject to compliance with a code of practice. This would, of course, require primary legislation and I cannot, I am afraid, promise that this particular change will be a priority for Government legislation. If, however, we could reach agreement on what we would wish to achieve by legislation, this might be a suitable subject for a private members' Bill," the Department has said.

The next stage would be for further discussion between the Society and the Department on how progress might be made, it was decided at this month's Council meeting.

"Chemist" ban unlikely The secretary and registrar reported that a private members' Bill to prevent pharmacies using the title "chemist" now stands little chance of becoming law.

The Consumer Protection (Registration of Professional Chemists) Bill would have

restricted the title "chemist" to members, fellows, etc., of the Royal Society of Chemists, as from an "appointed day". Council was reminded there was already an agreement that the Society should encourage the use of the words "pharmacy" and "pharmacist", with the aim that by the year 2000 pharmacy proprietors would no longer need to use the word "chemist" for retail business.

Council agreed that further discussion should take place with the Royal Society of Chemistry to avoid misunderstanding. The Society's agreement was that there would continue to be protection of the use of the word "chemist" for retail business after the year 2000, so that it could not be used by unqualified persons, leading to confusion on the part of the public. The secretary and registrar had informed the Department that if the "appointed day" was earlier than January, 2000, the Bill would be controversial so far as the Society was concerned.

NHS remuneration The Practice Committee considered the news of proposed changes in NHS remuneration for pharmacists. The Council is to keep the situation under review. The Practice Committee, and subsequently the Council, deprecated this change in policy because of the risk that it would be counter to the interests of patients if it prevented or delayed the development of the pharmaceutical service which the Government had only recently advocated in its White Paper 'Promoting better health'.

Cumbria judicial review The Council considered the proposed advice prepared by the Department for administrators of family practitioner committees following the judicial review in Cumbria. The Council had no comment to make, but agreed to write to the Department emphasising the need for fuller advice in the form of a health circular and urging that legislative changes be put in hand if necessary.

PPA trial postponed Council is to write to the Department of Health expressing serious regrets at its decision to postpone work on the project to link prescription form details from pharmacies direct to the Prescription Pricing Authority by computer. Dr D.H. Maddock agreed to re-emphasise the Society's concern at the next family practitioner services computer forum meeting.

Spectacle sales The Office of Fair Trading has ruled that the Society is not a trade association within

the meaning of Section 43(1) of the Restrictive Trade Practices Act 1976.

The OFT has for some time been looking into the Society's status in relation to the Act and has been considering action in relation to a 1985 Council Statement on the sale of spectacles through pharmacies. It had been suggested that the Society's policy might be anti-competitive, in breach of the Act.

The Council Statement deprecated the removal of the optical profession's monopoly on supply of spectacles to the public and offered guidance on the legal requirements.

The OFT decision to close the case follows its scrutiny of a detailed submission from the Society, which included the Code of Ethics and all current Council Statements.

Morphine incident A pharmacist and his employer are to be prosecuted following the dispensing of Morphine MST tablets 100mg instead of the 10mg strength prescribed, the Council has decided. The incident led to hospital admission of the patient, who had fallen into a coma after taking one tablet.

Medicines disposal The Science Committee considered the question of disposal of medicinal waste, particularly the destruction of cytotoxic drugs and related contaminated material. The Committee agreed to consult the working party on cytotoxic services for its views.

Drug Tariff additions? The Society is to continue to seek the British Medical Association's support for inclusion of Scherisorb Gel, Silastic foam, Lyfoam foam, Actisorb Plus in the Drug Tariff.

Rural services The Society is to submit evidence to the Archbishops' Commission on rural areas on the topic of pharmaceutical services. The Commission has been set up to examine several factors, including the effects of economic, environmental and social change on the rural community.

Academic group set up An Academic Pharmacy Group of the Society is to be established. Its membership will be open to all members of academic staff of UK schools of pharmacy. The group's objective include promotion and maintenance of high standards in pharmaceutical education and research, and provision of a forum on professional matters of interest to academic.

Manchester School of Pharmacy is to receive no further funding for its computer assisted learning project.



Publicising the "stop smoking" message has won Armagh pharmacist Jack Dougan a Paris weekend for two in Leo Laboratories' nationwide window display competition for Stoppers. Mr Dougan (right) is pictured receiving his prize tickets from John Kitchen, Leo Laboratories' representative in Northern Ireland

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President's 'at Home'

Northern Ireland pharmacists are invited to attend, at the president's request, two "At Homes" which have been organised for February. It has always been a tradition that the president would hold a number of such meetings annually to discuss topics of current pharmaceutical interest. Regrettably the tradition has been neglected in recent years. PSNI Council feels, however, that these should be revived. This year's programme is:

Wednesday, February 1. "Alternative medicines — are they alternatives?" by Professor P.F. D'Arcy OBE.

Wednesday February 8 "Misuse of Drugs Act — a review of recent changes" by Mr Ivan McFarland MPSNI

Both lectures will be held at PSNI House, 73 University Street, Belfast, starting at 8pm. Light refreshments will be served following the discussions.

Weekend course on homoeopathy

A weekend study course on homoeopathic pharmacy is being held by the British Homoeopathic Association, from February 25-26 at the Hale Clinic, 7 Park Crescent, London W1N 3HE. Topics to be covered include: "Basic ideas and philosophy", "Pharmaceutical forms and European variations", and "First aid homoeopathy in accidents and emergencies". Homoeopathy for mother and infant and in veterinary use will also be considered. The course fee is £50. Further details are available from BHA, (tel: 01-935 2163).

CPP study groups

Two new study groups of the College of Pharmacy Practice have been formed.

The first meeting of the Reading group, will be held on January 23 at 8.00 pm, at the home of Mrs Z.K. Crowther. The group hopes to meet subsequently on Monday evenings, on a monthly basis. Those interested should contact

Mrs Crowther, (tel: 0734 580477/696435).

In Newcastle a meeting will be held on January 24 at 8.00 pm in the Postgraduate Centre, Newcastle General Hospital. Details from Mr P.J. Hopley, (tel: 091 232 5131).

Monday, January 23

North Metropolitan Branch, RPSGB. The School of Pharmacy, Brunswick Sq, WC1 at 8pm. "Adopt a student evening."

South Clwyd Branch, RPSGB. Postgraduate Centre, Maelor Hospital, Wrexham at 8.15pm. "Hospital and community pharmacy" by Ann Lewis.

Tuesday, January 24

Barnet Branch, RPSGB. Barnet General, at 8pm. "N.W. Thames Case presentations evening." Speaker: lead by Dr Norman Harris. Refreshments at 7.30pm.

Leicestershire Branch, RPSGB. Postgraduate Medical Centre, Leicester Royal Infirmary, at 8pm. Mr A. Barber, principal pharmacist at the Prince Alexander Hospital, Harlow speaks on benzodiazepine addiction and withdrawal problems.

West Metropolitan Branch, RPSGB. Chelsea Dept of Pharmacy, King's College, London, Manresa

Road, London, SW3, 7.30pm. "Tropical diseases in the United Kingdom". Speaker, Dr G.C. Cook, Consultant Physician, Dept. of Clinical Tropical Medicine, Hospital for tropical medicines.

Wednesday, January 25

Hull Pharmacists Association, RPSGB. Postgraduate Centre, Hull Royal Infirmary, Anlaby Road, Hull, 7.45pm. "The work of the Trading Standards Dept." by Mr J.M. Griffiths, assistant chief officer.

Thursday, January 26

Manchester Jewish Pharmacists Association jointly with Manchester Branch, RPSGB. Windermere Suite, Portland Thistle Hotel, Manchester at 8pm. Mr Alan Nathan speaks on: "Pharmacy — today and into the future: current issues". Buffet provided.

Advance information

British Association of Pharmaceutical Physicians. Symposium on "1992 — the medical issues" at the Royal Society of Medicine, 1, Wimpole Street, London, on February 9. Topics include "Multinational, multicompany and clinical trials", "Licensing issues after 1992" and "Clinical pharmacology and the single market". The cost is £40 for BrAPP members and £50 non-members. Applications should be sent by February 2. Further details from E.C. Richardson, administrator, BrAPP, (tel: 01-491 8610).

British Medical Association. Conference on HIV infection at the problems of drug abuse, Central Hotel, Glasgow, January 27-29. The cost is £40 and applications must be received by January 20. Further details from the Scottish Secretary, BMA, (tel: 031-662 4820).

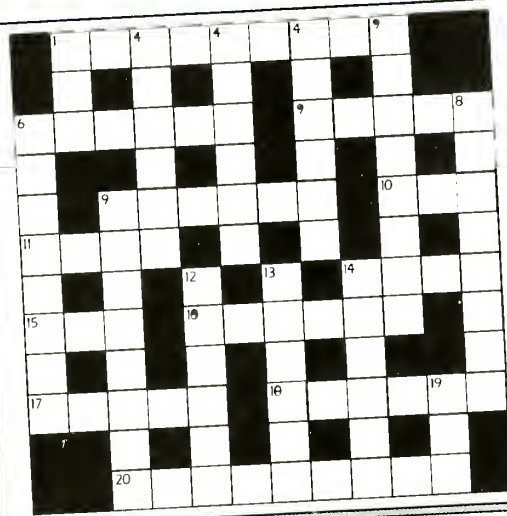
British Institute of Regulatory Affairs. Meeting on "Pharmaceutical facts and fables" — labelling and advertising the state of the art," on February 2, at the Royal Pharmaceutical Society of Great Britain, 1, Lambeth High Street. The cost is £125 BIRA members and £150 non-members, excluding VAT. Further details from Mrs. Jean Anderton, assistant secretary, BIRA, (tel: 01-387 1828).

Society of Cosmetic Scientists. Lecture, on February 2, at 7pm, at the Royal Society of Arts, 6-8 John Adam St, London. Dr Van Toller of Warwick University speaks on: "The brain language of perfumes". Refreshments will be available. Further details from the SCS, (tel: 0582 26661).

IBC Technical Services Ltd. Conference on "New approaches to respiratory disease on February 27-28, at the Royal Society of Medicine, London. Topics include asthma, cystic fibrosis, respiratory complications of AIDS and sleep apnoea. Further details from, Renata Duke IBC, (tel: 01-236 4080).

WYETH GENERICS PHARMACY CROSSWORD NO. 8

The solution to No. 8 will appear alongside No. 9 in February, 1989.



Clues Across

- 1 To get out of the maze: pat me its soothing (9)
- 6 Hardened in rude reform (6)
- 7 He takes one and another one? Its just a craze (5)
- 9 Nearly poodle a memory of being in custody (6)
- 10 Object of the Bishop's regard (3)
- 11 Turns up about it making a row (4)
- 14 Impound me? I'm not legless (4)
- 15 Bolt in here (3)
- 16 Briefly I'm sick of this ice cap (6)
- 17 Dog the newspaperman — that's better (5)
- 18 Chooses 100 steel coils (6)
- 20 Sounds like two rooms — what a pain (9)

Clues Down

- 1 Backward fool has money (3)
- 2 Red Rum makes a killing by running backwards (6)
- 3 Sign of a starry future (6)
- 4 Italian river formed a hairdressing (6)
- 5 Confused big man with a nervous habit led a sheltered life (8)
- 6 Is a round pick-me-up making things equally tense? (8)
- 8 Ace limbs used by alchemists (8)
- 9 He'll bring back health with rest or a queen (8)
- 12 Belt round a neck card for my comrade (6)
- 13 Save a Cheshire river flowing into backward French sea (6)
- 14 Hidden in tatty New Testament (6)
- 19 Cut back the brotherhood (1,1)

Submitted by B.E. Moulton Barnsley S. Yorks

Prizes of £5 will be awarded to the senders of the first 5 correct solutions drawn on 10th February 1989.

Name _____ No. 8

Address _____

C&D _____

Solution to Puzzle No. 7

Across: 1 Makes up, 7 Ironed, 8 Laterai, 9 Rims, 10 Ruse, 12 Posting, 14 Aludrox, 16 Eden, 18 Anna, 20 Oxyoct, 21 Take in, 22 Satanic. Down: 1 Malania, 2 Kites, 3 Sore, 4 Pillbox, 5 Moors the, 6 Metmen, 11 Endeared, 12 Poisons, 13 Genetic, 15 Landau, 17 Droyen, 19 Boat

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Bite the bullet!

It is hard to believe that Harold Porter (*C&D* Letters January 7), presumably a member of the Pharmaceutical Society of Northern Ireland, should not wish to be called a "pharmacist". I am glad to learn, however, that his registration certificate describes him as a "pharmaceutical chemist", and not by the no less worthy — but obsolete — title of "chemist and druggist". (*Pax, C&D*)

I am fairly happy with the title of "pharmaceutical chemist", and to some extent I agree with what Mr Porter says, but the term is cumbersome and to choose, in a world of specialities, then "pharmacist" surely has to win. I suggest that the description "pharmacist" reflects more exactly the nature of our profession.

As to the public's perception of us, surely the sooner we stop calling ourselves "chemists", then the sooner will the public do likewise. Mr Porter is only serving to perpetuate a not very vicious circle.

But I urge Mr Porter to try it. Go on, Harold, bite on the pharmaceutical bullet! You will be able to live in less confusion as a "pharmacist" than as a pharmaceutical chemist/pharmaceutist/chemist/chemist and druggist/druggist/apothecary/etc etc!!

Andrew Watson
Thornhill, Dumfriesshire

Coming soon Pet Week

Pharmacy is increasingly being seen as the most appropriate place in the UK for the sale and supply of pet medicines (as is the case in most other EEC countries). The pharmaceutical Society through its Ag and Vet Group has over the past two years (and again this year on February 21 at Lambeth) been holding one day pet seminars which help educate the pharmacist in product use and allows the manufacturers a platform for their veterinary pet specialities.

As more and more potent medicines are now being introduced, these require licencing as "P" or "PML" which effectively requires the pet owner to go to his local pharmacy instead of his pet shop. If your local source cannot meet your needs then organisations such as

Vetchem will give product advice as well as supply.

A terrific boost to pharmacy's role in this challenging field will be during National Pet Week (April 30-May 7) when promotions in the pharmacy and through pet groups will emphasise the importance of our role.

I would urge all community pharmacists where possible to grasp this unique opportunity (all pharmacies have pet owner customers) and show pharmacy's healthcare image extends to animals as well as humans. Any pharmacist wanting assistance please contact me or Bruce Rhodes, group secretary at 1 Lambeth High Street, London, when we will help you to enjoy the professional and commercial satisfaction which this field can bring.

Douglas Davidson
Chairman, Ag and Vet Group

New Year resolutions?

I have noticed a recent dramatic increase in the use of polystyrene granules for packaging. In these days of concern for the ozone layer, would someone explain why we have to put up with the mess usually created trying to unpack goods covered in CFC "puffed up" granules. Some boxes can be over two thirds full of them.

Beecham, please note, have a pack 5 by 5in for 28 Floxapen capsules. These will not fit into my dispensing bags, except for the extra large size.

If the cost plus contract goes, will Glaxo discount Zantac, please? Will any rep be welcome in our dispensaries after converting doctors from Mag Trisil Mixt to Zantac, for example? How about a unilateral declaration that we will only dispense 28 day supplies!

P.J. Rose
Credition, Devon

No surprise

I was very interested to read Alan Smith's article on the new contract and of the trail of broken promises he forsee as a result of the Government's abandonment of the "cost-plus" contract. This came as no surprise, as Alan Nathan (now a member of Council) and myself made the same predictions when we formed the Pharmacist Action Committee (later to be the British Pharmacists Association) when

details of the present contract were first announced two and a half years ago; but I recall that at the time Mr Smith and all the leaders of the pharmaceutical establishment dismissed our prophesies as wild exaggerations and scaremongering.

I am pleased to see that Mr Smith now agrees with us, although I am surprised that, as a man who spend many years negotiating with the Government on pharmacists' behalf, it was only after his resignation as chief executive of the PSNC that he realised its duplicity.

Meir Kattan
London

PPA shows the cost

I was interested to read the report of the Prescription Pricing Authority (*C&D* January 7) and to note that not only was the average total cost for a prescribing patient almost 35p (6.2 per cent) less than for a dispensing patient, but that Oxford Region, with a relatively high number of dispensing doctors, came out as the most expensive area while Mersey, where the opposite applies, came out as the lowest. What is more, if memory serves aright, parts at least of Mersey Region have local discussions between doctors and pharmacists on prescribing costs.

I realise in the comparison of costs that the VAT element isn't taken into account but neither is the hidden subsidy of dispensing doctors by the double reimbursement of staff and premises costs.

Miall E James
Secretary, Essex LPC



Pharmacist Mr Jir Ghir of Barking Road, East Ham (left) with his wife Rajinder, receive £200 worth of luggage following a Marzine RF promotion. The prize is presented by Mr Barrie Cannon for the Wellcome consumer division

BUSINESS NEWS

'Pharmacy first' says new md

Macarthy say they intend to build the development of their retailing business around the pharmacist.

Ian Parsons, the group's new retail managing director, said at last week's results announcement that the company is "headed in the opposite direction from Boots in terms of product ranges" and will not put the pharmacist in the back of the shop, rather build the floor plan with the pharmacist as the central focus.

Macarthy are putting faith in increased health-consciousness of consumers and the belief that they will indeed "Ask the Pharmacist."

Product lines are determined now with this in mind, he said, and will not grow to include household or electrical groups. Rather, some more specialist OTC health products are likely to find their way on to Savory and Moore and Drummond shelves.

He summed up the pharmacists' role in the future by saying: "We think now that when independents decide to sell up, they prefer to sell to us because we are interested in pharmacy. We want to keep building a company that individual pharmacists are proud to be associated with."

Swaddlers get contract

Swaddlers Ltd have obtained their first contract to supply a health authority with disposable nappies.

Cares, a leading brand in the economy sector will be supplied to hospitals and clinics in the North Tees Health Authority area. "We are delighted to supply nappies directly into the health sector and are committed to expanding our sales further in this field," says Sarah McKenna, hospital sales manager.

Macarthy to sell £10m manufacturing division

Macarthy plc ended what chairman Nicholas Ward calls "a difficult and introverted 12 months" last week by putting their manufacturing business up for sale.

The sale was announced with full year results to October 1 and comes largely as a result of weighing the affect of the Unichem share scheme on their business, Mr Ward says. It follows the dropping of the plans for a Macarthy national wholesaling network with the closing down of six depots (*C&D* news July 2, 1988, p37) last year.

Macarthy say that fighting off the challenge of the Unichem scheme and the subsequent reorganisation of maintaining and distribution cost them £4.9m.

Total sales up 28 pc to £379m

Pre-tax profits up 9 pc to £6m

Earnings per share at 15.9p (24.1p)

Dividend unchanged at 11.5p for year

The manufacturing business has a £10m turnover, spread across four product areas: a large range of standard drugs and generics; a small range of branded products; the "specials" laboratory; and a dialysis business.

Mr Ward told *C&D* the assets amount to £6m and the "healthy profit" he expects to make will go first to reduce company debt. It will then be made available for retail, and some distributive expansion, he said.

Group results are much lower than City expectations (see *Business News* last week) with pre-tax profits at £6.1m, up 9.3 per cent. Turnover is up 27.7 per cent to £379.4m. Net borrowings amount to £10.9m, a gearing ratio of 30 per cent which does not include proceeds from the November sale of their medical division to Baxter Healthcare.

Macarthy do not provide separate figures for the manufacturing and distribution

businesses which are counted as one division on the balance sheet.

Profits tumbled by 33 per cent in this division, from £6.4m to £4.3m. Turnover is at £335m, up from £277.5m. The profits downturn is "largely due" to the Unichem's scheme in three ways, according to Mr Ward:

□ Lost pharmaceutical wholesaling turnover, both in the period immediately following the launch of the scheme and in the period after the announcement of Macarthy's rationalisation measures.

□ In turn, turnover lost here had a "severe" effect on manufacturing activities, a "significant proportion of whose output is sold through Macarthy depots".

□ Because of the "integrated nature" of manufacturing and distribution at Macarthy, the decision to pull out of national wholesaling "inevitably had an adverse effect on some of our smaller distribution businesses".

In retailing, the acquisitions and first full year contributions of Drummond pharmacies and the Lifecycle healthfood stores have pushed operating profit up by 182 per cent from £1.5m to £4.4m last year. Overall net operating margins have increased from 4.4 per cent to 5 per cent.

Macarthy now have 173 pharmacies which Mr Ward says break down to approximately 40 per cent community pharmacies, 35 per cent health and beauty stores and the remainder, budget pharmacies, located in less affluent towns in the North.

Lifecycle is said to be making a useful but unspecified profit.

Farillon, the company's pharmaceutical distribution service for 38 companies, have similarly had an "excellent year", Mr Ward said. The twin aims of expanding retailing at Savory & Moore and Drummond, and the distribution business, means the company intends to become more "extrovert", he said.

Chemex '89 10pc larger

Reserved space at the new Chemex venue, Olympia, is 10 per cent up on the actual space used last year, say organisers MGB Exhibitions. At 3,300sq m, the show has already swallowed up the first "expansion area".

Pharmaceutical, health, beauty, gift and baby products were selected by visitors last year as the most important areas and will again be the main focus, along with optical and photographic items, services and equipment.

An MGB survey of the 7,765 visitors last year suggested that more than eight out of ten would return for Chemex '89 on September 24-25. *MGB Exhibitions Ltd, Marlowe House, 109 Station Road, Sidcup, Kent. Tel: 01-302 8585.*

Beecham win top ad award

Beecham have been voted "runaway winner" of the Advertiser of the Year, in a competition sponsored by *Campaign* magazine.

Television campaigns for Brylcreem, Marmite and Bovril were picked out by the judges to highlight the role played by advertising in rejuvenating brands.

Rachel Kelly, of *Campaign* used Lucozade as an example of where the advert (with Daley Thompson) helped change the product in the market from "a drink for sick children into an all round health drink."

Beecham have increased their advertising spend by 14 per cent over the last year and sales for the three singled-out brands are running about 20 per cent ahead of targets.

Halls Mentholyptus have been given an award by *Media Week*. The London underground poster campaign was highlighted as one of the best of 1988.

Gloom and more gloom

Statistics from two sources this week indicate a slow down in retail sales for January.

Provisional Department of Trade figures for retail sales in December show a 0.1 per cent drop, the second consecutive monthly fall. The figures take account of seasonal variations.

This was pre-empted by the Confederation of British Industry which said on Monday that retailers "appear less optimistic about sales growth in January than in all previous surveys." The surveys are carried out by the CBI's distributive trades panel and the *Financial Times*.

35mm sales will lead film growth

Pharmacies selling 35mm film can expect its sales to further outstrip those of alternative formats like 110 in the coming months.

Kodak Ltd are making this prediction and say that the 110 format will fall to "less than 20 per cent" of the market by 1990. The Disc format will take an even smaller share of the market while the 126 will "almost disappear," say Kodak.

They add that greater use of the 35mm compact camera has lead to an increase in the number of prints achieved from each film.

□ Promotional activities planned to celebrate the 150th anniversary of modern photography, which falls this year, include an open weekend at inventor William Fox Talbot's home, organised by Kodak.

Confusing card help

A new cheque card symbol has been introduced to avoid possible confusion from the spread of multi-functional cards.

An image of William Shakespeare has been chosen to go on the cards (he is normally on the back) and the symbol demonstrates that whatever else the card does, it is a definite guarantee for cheques.

It has been issued by the Association for Payment Clearing services and covers the majority of cards.

Christy buyer named

The business of Thomas Christy Ltd has been bought by Network Management Ltd.

No details are available on the price while Christy's product range, which includes face packs, moisturisers and eye creams, now leaves the charge of receivers Cork & Gully. They were called in by the major creditor Barclay's bank in December because of Christy's cash flow crisis.

Kenneth Campbell, Network's managing director, says he is proud to take on

Christy's 128 year heritage. He said he could not elaborate on what had got Christy into difficulties, other than pointing to Cork & Gully's decision to cut about 60 staff when they first took over responsibility.

The most visible change for pharmacy is that the name is changing to Christy Cosmetics. The products will be marketed through Network's toiletries division, but still manufactured at the old Thomas Christy base in Aldershot.

Direct promotions with cash bonus carrot

Rapidpay is a direct bonus scheme which enables the manufacturer to bonus independent retailers directly — with cash — in the form of a negotiable bankers cheque as an incentive to order goods.

As soon as the retailer banks the cheque, it is passed to the clearing bank and notified to Rapidpay headquarters, triggering a system which enables the wholesaler to deliver the specified order to the retailer.

Rapidpay send a personalised mailing to an agreed list of independent retailers comprising a bankers cheque for the incentive (eg £5 cash when you order 20 cases) with the specified order on the reverse.

The retailer banks the cheque and on doing so is required to signify his acceptance of the order by signing the reverse of the cheque and identifying his wholesaler and account number.

The cheque is passed from the retailer's bank to Barclays who

notify Rapidpay of its receipt. The order and account details are passed to nominated wholesaler who delivers to the retailer and debits his account.

The advantages of the scheme are said to be that it allows the manufacturer (or prime supplier) to reach his own indirect customers directly, bypassing the wholesaler. The cash incentive is automatically translated into an order for goods allowing the client to retain total control of their promotional spend and ensuring that the incentive reaches the retailer.

Rapidpay allows the retailer to nominate his own wholesaler or the manufacturer may publish a nominated list of wholesalers.

The client manufacturer or prime supplier is provided with an analysis of the promotion.

The scheme has been developed in conjunction with Barclays Bank plc.

Industry grant for Drug Safety Research Unit

The knowledge that "nobody can predict the next thalidomide" has encouraged the pharmaceutical industry to help independent drug research, according to Professor Bill Inman.

He heads the Drug Safety Research Unit which has just been given £1.3m capital grant from sponsors within the industry.

The grant is enabling the unit to move from its existing home at Southampton University to an old children's hospital nearby. They hope to complete the move in March.

Professor Inman told *C&D* this week that the Unit's expenses run to about £600,000 a year. They are currently monitoring 14 drugs and he said at least one senior government minister has contacted them for information, to be collected first hand later in the year.

Over 20 Labour MP's have tabled a Parliamentary motion welcoming the decision of Pseudouce and Proctor & Gamble to discontinue the use of chlorine bleached pulp for the manufacture of babies'

Danes insulin merger

About 40 per cent of the world insulin market may soon be claimed by one merged company.

Danish rivals Novo Industri AS and Nordisk Gentofte AS, who both claim major market shares, announced plans to merge last week with the decision expected to be confirmed at a shareholders meeting in the Spring.

Henry Brennum, president of Nordisk, says: "People may have been surprised since there has always been keen competition between these two ambitious companies but the new corporation will be stronger in research, production and marketing." He will co-manage with Novo president, Mads Oerilsen, under the new company name of Novo-Nordisk AS.

No immediate changes are planned for the UK subsidiaries which are based in Middlesex and Basingstoke respectively. Mr Brennum said patients and doctors are used to the two different brands of insulin and there would be "no sense in changing this overnight."

Sales rocket at Body Shop

Sales at The Body Shop International plc are up by 62 per cent and chairman Gordon Roddick says a minimum of 20 shops will be added to their UK chain this year.

Full year results to September 30 show pre-tax profits up by 56 per cent to £9.34m (£6m). Mr Roddick says most of the growth has been organic though 18 stores were added during the year taking the UK total to 107.

He added that their year has started on a high note. Christmas sales were "up by a minimum of 20 per cent" and that growth occurred in stores that had "no refits, relocations or other influencing factors."

Pharmacies reporting to *C&D* in the peak selling week of the festive season said sales growth was running at about 12 per cent (see *Business news* December 17/24 p1045). The company's US division reported similar growth and also has plans for more stores in 1989.

nappies. The MP's, concerned about the wider environmental aspects arising from the bleaching process applied to paper are calling on others to follow the example.

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For more information about either post or to arrange an informal visit to the department, please phone Tim Root, Group Pharmacist on 01-352 8171 ext. 2420. Job descriptions and application forms from the Personnel Department on exts. 2146/2147. Closing date: 5th February 1989.

APPOINTMENTS

HUNTINGDON HEALTH AUTHORITY
HINCHINGBROOKE HOSPITAL

SENIOR PHARMACY TECHNICIAN

This newly-created post is based at Hinchingsbrooke Hospital and is full time although job sharing will be considered. The duties will be to act as a team with the existing Senior Technician to provide organisational support to the Staff Pharmacists in Dispensary and in Production, and will include dispensing, stock control, ward supply and the organisational aspects of running a dispensary while on the Dispensary section of a rota, and TPN, cytotoxic reconstitution, non-sterile production and the organisational aspects of running the East Anglian Regional Packaging Unit whilst on the Production section of the rota. This important post gives the opportunity to develop existing skills into organisational ability.

Hours: 37 per week.

For further information contact Mr. A.T. Denby, Principal Pharmacist, Hinchingsbrooke Hospital, Huntingdon, Cambridgeshire, PE18 8NT, telephone 0480 56131, ext. 3143.

QUALIFIED PHARMACY TECHNICIAN

This is a full-time post although part-time and job sharing would be considered. The post is based at Hinchingsbrooke Hospital but includes periods of duty at Papworth Hospital for which any additional costs of travel will be paid. The duties are varied by rotation and include dispensing, T.P.N. cytotoxic reconstitution, quality control, ward supply including topping-up and non-sterile production and packing. The proposed expansion of Clinical Pharmacy will provide opportunities for development of the Technicians role. The opportunity to convert City and Guilds qualifications to BTEC may also be available.

Hours: 37 per week

Salary: £5244 rising by annual increments to £68818 per annum.

For further information contact Mr. A.T. Denby, Principal Pharmacist, Hinchingsbrooke Hospital, Huntingdon, Cambridgeshire, PE18 8NT, telephone: 0480 56131, ext. 3143.

Application forms and job descriptions available from Mrs. K. Pearce, Personnel Department, Hinchingsbrooke Hospital, Huntingdon, Cambs., PE18 8NT, telephone 0480 56131, ext. 3026.

Closing date: 6th February 1989.

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ABOUT PEOPLE

Pulling Rank on pharmacy

Mr Peter Young, proprietor of P.L. Dodds chemists of Northgate Street, Chester is fighting to retain the lease of this 200 year-old pharmacy which the Rank organisation are determined to conclude.

The thought of the disappearance of their pharmacy has enraged the folks of Chester as nearly 3,000 have signed a petition. Also, Mr Young's plight has been taken up by television, radio and local papers. There are four other pharmacies within some 400 yards.

Peter Young says: "I am quite overwhelmed by the interest and support the media and customers

have given me. The problem is what action to take next, as preliminary legal costs could exceed £5,000. I have always attempted to provide a service with dispensing, patient records, advice and domiciliary visits and concentrate sales on medicinals and hygiene requisites, selling very few cosmetics and no perfumes".

The landlords Ranks wish to replace the pharmacy with an Odeon shop selling sweets, ice-cream, burgers and gifts. Mr Young is certain that the other shops in the small parade will be similarly threatened when their leases run out.



Dr Peter Worling, a director of AAH Pharmaceuticals Ltd, delivers a sample of some 3,000 copies of the last two issues of the BNF, which have been collected by the company's vans from community and hospital pharmacies, to Raymond Dickinson, secretary of the Commonwealth Pharmaceutical Association (CPA). The books will go to pharmacy contacts in the relevant CPA member countries

APPOINTMENTS



Michael Watts (above), the recently appointed director of the National Association of Pharmaceutical Distributors, is, like his predecessor, an ex-Army man.

Although he studied food technology and did a five year apprenticeship with BP, he ended up in the Royal Army Ordnance Corps with the rank of colonel. He comes to the NAPD straight from the Ministry of Defence where he was responsible for receiving vehicles — from tanks to Landrovers — for all three services. He claims more than a nodding acquaintance with the new junior Health Minister Roger Freeman, who moved at a similar time to himself from the MoD.

Hoechst UK Ltd have appointed Rodney Swailes as head of corporate communications. **Original Additions** Roger Wisdom is appointed marketing manager.

Biro Bic Ltd have appointed Peter Fitzpatrick as sales manager for all divisions and his previous post of sales manager of the writing Division has been filled by Mike Ferridge. Marie Roberson is promoted to sales manager of the new perfumes division. **Swaddlers Ltd** have appointed Helen Pyman and Sarah McKenna as marketing assistants.

Cow & Gate Ltd have restructured their national account team. Ian Thomas fills the new position of national account sales manager with Ian Thomas (multiple chemists), Mal Williams (independent sector), Derek Wood (multiple grocery) and John Horton (Co-op accounts), reporting to him. Also Peter Starkie has also been appointed trade marketing manager.

Seven Seas Health Care have strengthened their marketing team: Tom Hardman, previously marketing manager, now becomes director of marketing. Rob Elliot joins the team as group product manager from Care Laboratories. Caroline Wheeler is promoted from the Seven Seas export department and is now product manager for Seven Seas supplements and Berries. Andrew Burgess becomes product manager of the company's Minadex and Adexolol brands.



Sales assistant Eva Harbourne, of G.H. Trott Ltd, Pulborough, West Sussex, has been awarded the October Merrell Dow prize for the best student on the National Pharmaceutical Association's training course. Eva is pictured here receiving her £20 prize from Miss A. Dowling of Merrell Dow and the NPA's course certificate presented by board member Peter Gleeson. Pharmacist Stella Cook supervises on the left

European Council Fellowship

Kay Roberts has been awarded a Council of Europe fellowship to study the contribution community pharmacists can make in preventing drug misuse.

She has been granted 8,000 French francs under the Pompidou General Practice Fellowship scheme for research into drug abuse, awarded annually. Mrs Roberts, a community pharmacist in Harrow, plans to visit Portugal, Spain, France and Italy this Summer to study the impact of laws preventing drug misuse and the part community pharmacists can play.

As a recipient of the Glynn Jones Memorial Award 1987, Mrs Roberts visited Paris, Amsterdam, New York, Toronto and various UK centres to look at drugs used in the treatment of opiate addiction. She is a member of the Harrow and District Drugs Advisory Committee and is currently running a syringe and needle exchange scheme in the pharmacy in which she works.

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